

PRINTERS' INK



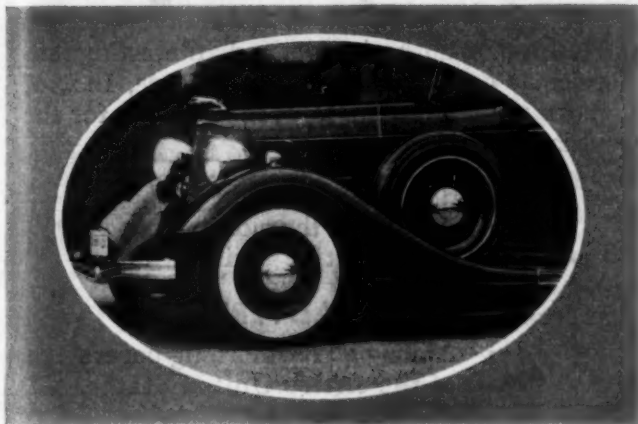
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A JOURNAL FOR ADVERTISERS

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NEW YORK, FEBRUARY 8, 1934

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The Torment of Tantalus

DOOMED to perpetual thirst — forever reaching for fruit-laden branches that always recede beyond his grasp, fabled Tantalus may well stand as symbol for the Lincoln Motor Company. For what has been Lincoln's reward for great achievement? Just this — an unappeasable thirst for greater excellence — tormenting visions of ever greater beauty, ever finer performance that permit no satisfaction. This verity allows the statement — In the minds of the makers the perfect Lincoln never will be built. • Such inspiration is to us a challenge. We pick up the gauntlet of Discontent, and pledge our word that we never will say, "There is the perfect advertisement."

N. W. AYER & SON, INCORPORATED
ADVERTISING HEADQUARTERS
WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

How Does The Boston Herald Stand in the Country at Large?

Here's the authoritative and interesting answer as compiled by Media Records, Inc., of morning newspapers in 83 major cities for the year 1933.

RETAIL ADVERTISING

4th Among all the morning papers of the entire United States.

GENERAL ADVERTISING

4th Among all the morning papers of the entire United States.

DISPLAY ADVERTISING

5th Among all the morning papers of the entire United States.

TOTAL PAID ADVERTISING

5th Among all the morning papers of the entire United States.

OF COURSE, in Boston, the Herald is *FIRST* in all these and every other major classification as it has been for years.

BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.
New York Chicago
Detroit Philadelphia
San Francisco



For seven consecutive years the Herald-Traveler has led all Boston newspapers in total paid advertising.

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Vol. CLXVI
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PRINTERS' INK

NEW YORK, FEBRUARY 8, 1934

This Week

WELL, we're still concerned with the consumer. Of course, those of us who are engaged in advertising and selling have been concerned with him for some time. But lately, it seems, our consumer has been undergoing a change. His consuming threatens to take on the attributes of a vocation; and even now the land reverberates with the talk and the back-talk of consumers who are professionals at it.

If this thing spreads, it will evolve into specialization; and if, almost any time now, you open a conversation in a Pullman smoking room by asking a stranger what his line is, he's likely to say: "I used to think I was a furniture manufacturer. But now I know that I'm a consumer of lumber, springs, burlap, castors, varnish, and glue; and I'm giving our consumption all my time."

There is talk of consumer organization. Perhaps we shall see consumer guilds. Conceivably, some bright, organizing mind is busy right now on the details of a consumers' lodge in which each rising aspirant, having attained all thirty-two degrees that are available in this country, will attain his thirty-third by making a pilgrimage to Scotland and consuming, unaided, an acre of Highland heather or a ton of Lowland peat.

* * *

"Apparently," blandly remarks James F. Corbett, who is an instructor of economics in New York City, "apparently it is time for a strong consumer organization to take a hand in the New Deal. The cards must be played with skill, because 1,000 trade associations consider consumer ignorance and disorganization a vested interest to be retained at all costs."

Mr. Corbett thus called the turn in the December issue of *Law and Contemporary Problems*. And in this week's PRINTERS' INK, C. B. Larrabee plumps a swing or two smack into the solar plexus of Mr. Corbett's philosophy.

The newer economists, says Mr. Larrabee, would picture the so-called vested interests as "going about in their bad, wolfish way, thinking not only of how to make money, but of how to make money by bilking the consumer."

Any such view, Mr. Larrabee explains, is myopic. And as for the **trade associations**—collectively they are **the consumers' most powerful ally**.

* * *

It is from the consumers' side, also, that Allyn B. McIntire, vice-president of the Pepperell Manufacturing Company and president of the Association of National Advertisers, develops the thought that **consumer buying by governmental edict will not work**. For instance, Mr. McIntire explains, when a woman buys a pair of stockings, she's less concerned with what a laboratory might think of them than with how they will look to observant persons who notice that she is blessed with pretty legs.

* * *

Consumers are versatile. They consume such things as lumber and varnish and glue and such additional things as steel, cement, baled hay, barbed wire, and ice cream. They also have ears through which they consume music. Some music they like. They call it pleasant and hot and hot-cha-cha. Some music they don't like. They call it high-brow. The task for the sponsors of radio broadcasts is to determine

how many consumers like which.

This week, under the over-riding title of **High Hats for Low Brows**, we present a four-cornered debate that might be tagged **Durante vs. Bach**.

* * *

Consumers also drink; and thus they worry radio on another count. **Shall brewers and distillers broadcast?** With reservations, says the Federal Radio Commission, they may. Dare they? Well, answers Chester M. Wright from Washington, let them watch their step. Already liquor programs are on the air. Unwillingly, and only if the "commercials" force it to do so, will the commission undertake censorship. Mr. Wright reveals, and necessarily

only in a general way, what kind of urging the commission is likely to consider proper.

* * *

Babbitt starts largest campaign in company's history * * * **Gimbels** offers \$10 to consumers finding misstatement in its newspaper advertising * * * **Certified Seafoods** to do national advertising after test campaign * * * **United Artists** spends \$2,000,000 to build up movie actress * * * **NRA sports code** strikes at fake testimonials * * * **Depression** gave big boost to **roll-your-own cigarettes** * * * **Account changes:** Philco, Aluminum Company of America * * * **Eno Effervescent Salt** campaign expanded.

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15.1

per cent behind

In January, The New Yorker printed 168 pages of paid advertising.

This compares to the all-time January peak—which was 198 pages, published in January, 1930.

It was 15.1 per cent behind the 1930 peak.

It was 11.6 per cent behind January, 1929.

It was ahead of January, 1928.

It was 29.3 per cent ahead of January, 1933.

THE
NEW YORKER
25 WEST 45th STREET
NEW YORK CITY

MORE MONEY for Milwaukee!

MILWAUKEE, the nation's sixth largest city in factory payrolls, showed employment gains probably unmatched by any other large city during the latter part of 1933. Here's the increase as compared to 1932—

	<u>Payroll</u>	<u>Employees</u>
May	6%	4%
June	40	19
July	72	37
August	73	45
September	61	45
October	55	43
November	50	38
December	Not yet reported	

Figures from Wisconsin Industrial Commission

Advertising schedules in Milwaukee should be increased for 1934. It can be done most effectively and economically by using *The Journal alone*.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Trade Association Is Consumer's Most Powerful Ally

Where So-Called Newer Economists Are All Wrong in Their Interpretation of Profit Motive

By C. B. Larrabee

"IT is apparently time for a strong consumer organization to take a hand in the New Deal. The cards must be played with great skill because 1,000 trade associations consider consumer ignorance and disorganization a vested interest to be retained at all costs."

That profound statement is taken from an article by James F. Corbett in the December issue of *Law and Contemporary Problems*. Mr. Corbett, according to an editorial note, is an instructor of economics in a New York City high school and is now engaged in the preparation of a study of consumption problems

and their relation to education. In addition, the busy Mr. Corbett is also collaborating on a new high school economics text emphasizing the development of social control.

The statement, coming from an author of Mr. Corbett's educational pre-eminence, would not be particularly important if it were not so typical of many of the statements being issued by a growing army of consumers' friends.

One peculiar although basic assumption of the newer economist seems to be that almost anything that is actuated by "the profit motive" (the words are those of the newer economist) is bound to work out adversely to the consumer. These economists would draw a dark picture of the so-called vested interests going about on their big, bad, wolfish way thinking not only how to make money but, primarily, of how to make money by bilking the consumer.

The essential weakness in this idea is that in the hands of really intelligent business men the profit motive has generally worked out to the great benefit of the consumer. The intelligent business

man, if the newer economist will allow us to assume intelligence on the part of the business man, realizes a very simple fact: That, in order to sell more of his merchandise and thereby increase his profits, he must manufacture products that give better and better service to the consumer.

The automobile industry, for instance, has most certainly been actuated by the profit motive. Yet the net result of the efforts of the vested interests in this industry has been to put into the possession of millions of consumers splendidly designed and economical motor vehicles which, each year, show such a tremendous improvement over those of the year before because large staffs of engineers are always at work on the necessary research and planning to make possible these improvements.

In the food industry, which suffers most bitterly from the attacks of the newer economists, the profit motive has resulted in cleaner, better, more conveniently packed and more nourishing foods than were possible for our ancestors.

In the radio industry the profit

Cocomalt hasbi in


"Like magic...the way my little girl filled out"

"You'd never believe was the same child..."

Cocomalt

Ruthrauff &
Advertising—New York Chic

as biggest year in history!



COCOMALT's pageant of progress got under way in 1930, the first depression year. 1931 set a new high for sales. 1932 held up in spite of conditions. And in 1933—decidedly no banner year, in spite of the first feeble flickerings of general recovery—Cocomalt enjoyed the biggest year of its history!

In a highly competitive field, under pressure not only from rivals with healthy advertising appropriations, but also from cut-price, non-advertised brands, Cocomalt has continued to march right on up. And it has marched, be it observed, without employing any freak "deals," without cutting prices, or without disproportionate advertising expenditures.

Cocomalt's success is a tribute to an alert and aggressive sales force; to a product whose excellence has been recognized by the medical profession; to an organization determined to go ahead in the face of all obstacles.

Our part in Cocomalt's rise began in 1930. At the beginning every possible advertising appeal was thoroughly tested—a process that has continued ever since. Magazines and radio have carried the Cocomalt message—a message that has never failed to interest and excite the parents and the children of America. And a message, evidently, that has never failed in its resolve to produce increasing sales in spite of unfavorable business conditions.

ff & Ryan, Inc.

York Chicago—St. Louis—Detroit

motive has resulted in constant improvement so that today even the low-priced radio gives results that would have made the man on the street only ten years ago rub his eyes in wonder.

When, therefore, Mr. Corbett attacks the trade associations as preying upon consumer disorganization he shows an almost sublime ignorance or else a wilful prejudice concerning what trade associations have been doing.

As a student of trade association activities over a period that is lengthening into two decades I can state dogmatically to Mr. Corbett or to any of the members of his particular school of thought that it is difficult to find any single force that has had quite such a tremendous influence on bettering consumer standards of living as the trade association.

I am not denying the fact that certain trade groups have betrayed the public by their stupid propaganda in schools and in certain sections of the press. Further, I am not denying that other so-called trade associations have been responsible for the grinding down of labor, while still others have, so far as they dared within the law, been responsible for unethical price practices.

To stigmatize the whole trade association movement, however, because of the shortsightedness of certain trade groups is like damning the science of economics because Mr. Corbett happens to be a teacher of economics.

Two Books for Required Reading

Anyone who doubts the validity of the argument that trade associations have benefited the consumer should read as required reading two books, "Trade Association Activities," issued by the United States Department of Commerce, and "Trade Associations," by W. J. Donald. In addition he should study the excellent analyses of trade association activities issued by the United States Chamber of Commerce.

In these books will be found an outline of co-operative activity that

will demonstrate convincingly the wide range covered by co-operative groups and what a large part is played in their co-operative activities by services which eventually benefit the consumer. To be sure, most of these services are not actuated by any philanthropic motive, but are carried through with the idea that members of the co-operative groups will make greater profits. The point is—and it is difficult for the newer economists to see the point—that many of these activities result in greater profit because they enable members of trade associations to build bigger sales by giving consumers better service and better products.

Some Trade Association Services

Let us, for instance, examine some of the association services and activities outlined in the material just mentioned.

Probably the greatest chance that the trade group has to create harm is in its pricing activities. Without any question a number of groups, operating on the edge of the law, have used their co-operative activities to raise prices to the consumer.

On the other hand, the newer economists frequently overlook the fact that the loss leader in the long run is very likely to work more damage upon the consumer than does an excess profit.

It is safe to say that a number of associations, operating legally, have by their methods of pricing and their studies of costs shaken out a number of marginal producers who were manufacturing inferior merchandise and upsetting price structures in industries.

It so happens that in certain industries where the price structure has been badly upset the net result has been the necessity of reducing wages and throwing men out of work. Now it happens further that wages are paid to consumers and that men in factories are consumers just as much as they are producers. Any industry policy which throws these men out of work by that much damages the standing of certain consumers.

(Continued on page 104)

"The Sun Never Sets on Monitor Advertisers"



At Your Service with FOUR-COLOR ROTOGRAVURE

With the advent of our new Weekly Magazine Section, printed each Wednesday in Rotogravure, we now offer TWO-COLOR and FOUR-COLOR advertising, as a regular feature of the Monitor's advertising service. Rates, discounts and other information will gladly be given by any Monitor Advertising Office.

THE CHRISTIAN SCIENCE MONITOR

*Published by The Christian Science Publishing Society,
Boston, Massachusetts*

*Branch Offices: New York, Detroit, Chicago, St. Louis, Kansas City, San Francisco,
Los Angeles, Seattle, Miami . . . London, Paris, Berlin, Florence, Geneva*

A Daily Newspaper for the Home

Liquor Broadcasting Raises Issue with Commission

Delicate Situation Arises, with Federal Body Apparently Doing Its Best to Avoid Censorship

FROM all indications, the Federal Radio Commission and certain broadcasting stations are going to have a beautiful fight over the question of hard liquor advertising over the air.

The contest which was bound to come sooner or later was precipitated by the published announcement of Station WOR of Newark that it would go on the air with a series of twenty-six broadcasts every Tuesday evening from 7:30 to 7:45 with a program sponsored by Mount Rose, Inc., in behalf of Mount Rose Gin.

These broadcasts, featuring a harmony quartet called "The Sizlers" have started and so far as the WOR management goes, will be carried through according to specifications.

As a preliminary to each program the announcer says this:

Those listening in from dry States may now tune out this station, for the next program is not intended to offer alcoholic beverages for sale or delivery in any State or community wherein the advertising, sale or use thereof is unlawful.

Certain other stations—notably WORC, of Worcester, Mass.,—also carry liquor advertising under the self-imposed restriction that the advertising credits may name the products and tell where they may be purchased but in no way touch upon their uses.

A recent poll conducted by PRINTERS' INK MONTHLY revealed that forty-one stations scattered all over the country were willing to accept liquor advertising. Very few contracts have been accepted up to date, however, because of uncertainty over what the Federal Radio Commission might do. And then liquor was never advertised over the air in all the history of the world; it was a new departure

for which precedents had to be set.

The general attitude of broadcasting stations, as revealed to PRINTERS' INK this week, now seems to be one of watchful waiting, as Woodrow Wilson would say. If WOR and the others are able to continue with their hard liquor broadcasts and get away with a whole skin in their set-to with the Commission, it is inevitable that liquor advertising over the air will soon be fairly general.

The National Broadcasting Company, for instance, informed PRINTERS' INK on Tuesday of this week that it was undecided whether to accept liquor contracts for its company-owned stations. Obviously it is awaiting the outcome of the argument with the Commission—very polite and soft-spoken, to be sure, up to now, but an argument just the same.

The attitude of WTMJ, the Milwaukee Journal station, is typical. This station telegraphs PRINTERS' INK as follows:

NO LIQUOR ADVERTISING HAS BEEN OFFERED WTMJ STOP UNDER OUR TENTATIVE POLICY IT IS DOUBTFUL WHETHER WE WOULD HAVE ACCEPTED ANY PROGRAM WHICH DIRECTLY PROMOTED THE SALE OF SUCH STOP UNDERSTAND THAT WOR COMMENCED SERIES LAST NIGHT AND PROPOSES TO USE SAME AS TEST CASE STOP WTMJ WILL WATCH THE OUTCOME OF THIS CASE AND BE GUIDED BY FINAL OUTCOME.

The situation is delicate.

On February 2 the Federal Radio Commission issued an order which has stirred up more storm than anything which it has promulgated up to now.

The order follows:

The Federal Radio Commission calls renewed attention of broadcasters and advertisers to that Section of the Radio Act of 1927 which provides that stations are licensed

CIRO SURRENDERS TO THE RIGHT MEDIUM

PARFUMS CIRC
50 RUE DE LA PAIX, PARIS, FRANCE


GUY T. GIBSON, INC.
365 FIFTH AVENUE
NEW YORK
Po-Go

The New York Times:

January 9, 1934.

The series of Giro's "Surrender" advertisements in the Rotogravure Section of The New York Times was unusually successful, and resulted in a gratifying increase in our sales.

Regardless of the so-called depression we found there was a strong demand for good merchandise if properly presented in the right medium, and that the sale of costly perfumes could be increased at this time.

GUY T. GIBSON, Inc.

Guy T. Gibson Inc.

The New York Times

Kerchew



● *wanted in a hurry:*

aspirin . bicarbonate of
soda . cough drops . cough
syrup . laxatives . mouth
washes . nose and throat
sprays . mustard plasters .
hot water bottles . electric
pads . thermometers.

CHICAGO

Junior Morton has a Cold

Like all good Chicagoans, the Mortons acquire their share of colds. "It's an ill wind . . ." so goes the adage, the truth of which should be particularly appreciated by manufacturers of cold remedies. Which gets us to the point: Are you, Mr. Manufacturer, telling the Mortons what to buy for their colds?

The Mortons are a typical AMERICAN family. There are 450,000 families like them reading the Chicago American nightly. A little simple multiplication—counting four members to a family—and we arrive at a grand total of 1,800,000 prospects for your merchandise.

Remember, germs are not particular what company they keep. They go places and do things to *everybody*. The largest evening circulation in Chicago provides the largest *active* market in Chicago for cold remedies and such gadgets which are credited with "assists". To reach this powerful, vital market, it is imperative that you order a consistent advertising schedule in the American.

Kerchew! Pardon us—we've got a cold!

*The Chicago American
gives 450,000 families
buying ideas*

AMERICAN

National Representatives: Rodney E. Boone Organization

only when their operation will serve public interest, convenience and necessity, and asks the intelligent co-operation of both groups in so far as liquor advertising is concerned.

Although the 18th Amendment to the Constitution of the United States has been repealed by the 21st, and so far as the Federal Government is concerned, there is no liquor prohibition, it is well known that millions of listeners throughout the United States do not use intoxicating liquors and many children of both users and non-users are part of the listening public. The Commission asks the broadcasters and advertisers to bear this in mind.

The Commission will designate for hearing the renewal applications of all stations unmindful of the foregoing and they will be required to make a showing that their continued operation will serve public interest, convenience and necessity.

The attitude of the broadcasting stations toward this order may be fairly summed up in a statement made to PRINTERS' INK by the management of Station WORC.

"This announcement," the statement says, "is interpreted by us to

mean that stations should not broadcast liquor advertising to an excess or in a manner to offend the sensibilities of the general public.

"To this extent there is of course censorship. However, if the Commission intends to prohibit all liquor broadcasts, we should consider the ruling as censorship beyond the intent of the Radio Act.

"It would be granting unparalleled power to influence the buying habits of the public.

"It is unthinkable that the Commission intends to deprive stations of income from a legitimate branch of government-controlled American industry—an industry, incidentally, which has been returned by the will of the public."

PRINTERS' INK asked Chester M. Wright, its Washington editorial representative, to step in and see Commissioner La Fount and get from him a statement as to just what his order meant. Mr. Wright's report follows. It indicates that the Commission is not essentially against liquor advertising *per se* but that the issue is as yet far from settled.

Censorship or Fatherly Advice?

By Chester M. Wright

Washington Editorial Representative, PRINTERS' INK

JOHN BARLEYCORN as a broadcaster of advertising is in for bumps.

The Federal Radio Commission, vested with large discretionary powers, seems veering close to the thin and hazy line that marks off censorship from mere parental advice and admits it is having the very devil of a job.

I am referring to an order, relative to liquor broadcasting, which was issued on February 2. (*Editor's Note:* The text of the order is given above.)

On the basis of a talk with Commissioner La Fount today, the best advice is this:

No ballyhoo about how much vivacity per jigger there is in your favorite brand;

Keep liquor advertising off the air in the early evening—don't mix it with the bed-time stories.

Commissioner La Fount talked freely enough. He didn't do a Mae West and issue an invitation for "some time." He invited discussion "any time."

There have been complaints about liquor advertising from families in which liquor is not served or used. It is well to recall that there was a lot of dry territory before National Prohibition. Seemingly, there are a good many who have never learned the delights of Scotch and soda and they are writing letters to the Great White Father.

The question is not, it seems, so much one of keeping liquor-laden

Feb. 8,

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ether waves out of dry States as it is in maintaining what the Commission likes to call "good taste" in the character of broadcasts.

Commissioner La Fount likens radio broadcasting to public highways, citing the need for regulations to safeguard "the other fellow."

"We are not censoring and we don't want to censor," he said.

It isn't easy to put into words the idea that seems to be in the minds of the Commissioners. Perhaps their own ideas aren't any too definite. But it seems to be the main idea that moderation of statement is necessary and that there must be a safeguarding of the ears of children, particularly in families where liquor is taboo.

The enabling act of the Federal Radio Commission prescribes that programs by individual broadcasting stations shall conform with the interests of public policy, decency and good morals. Members of the Commission point out that an effort has been made in the past to apply this doctrine without getting into the realm of censorship. The aim has been to give the stations the widest latitude in their advertising within those metes and bounds which, in other fields, could be described as matter that is unavailable, or use of the highways in an illegal and unlawful manner.

Most Radios Are in Homes

The Commission has in mind that the radio is essentially an instrument of the home, and that most instruments are in homes. Programs are listened to by every member of the family—those who can read and those too young to read. The Commission has felt that such matters as discussion of medical treatments, of physical ailments, the treating of certain diseases, the retailing of community gossip, violent arguments and intemperate attacks, and other features which would scarcely be recognized as within the bounds of good taste if found in a newspaper, should not be permitted by the broadcasting station.

Lines of demarcation are delicate and the Commission has not been able to lay down a specific rule that would apply in every case. In fact, it has urged stations to so supervise their own programs that such questions would not arise. Yet in several instances within recent months the Commission has had floods of complaints from listeners about certain programs—and listeners do not restrict their letters to radio stars, radio advertisers and radio announcers by any means. They are just as prone to write to the Commission.

Some Broadcasts That Brought Protests

This was true some time ago in the case of Dr. Brinkley, of Kansas, whose radio remarks brought protests from almost every State in the Union. The Henderson speeches and jokes called "questionable" at Shreveport, and the Bob Shuler gossip at Los Angeles, were other cases where listeners made themselves heard to the Commission.

In the matter of advertising liquors and intoxicating beverages, the Commission has been aware that Federal laws have carried prohibition of such advertising in newspapers and periodicals circulating in "dry" States. There is the broad question whether the radio broadcasting of such advertisements comes within this provision. Some stations are located on the borderlines of "wet" and "dry" States; other big stations are heard in every State of the Union.

The Commission, it is said, has been anxious to avoid an issue on this matter, feeling that if it was forced to a hearing, the litigation would be long and costly—costly to the Government and more costly to the stations and advertisers, and might eventually find its way into the courts. The discussion, once launched, would continue endlessly, it was thought.

In considering this matter, the Commission does not have in mind the big stations, owned by outstanding citizens or substantial corporations. The trouble arises

with some of the small individually owned stations, and strangely enough, these stations are usually in small communities with a strong dry element which finds little relish in their radios bringing stories of the glories of "a good drink," and the tasty aspect of ginger ale when mixed with alcoholic content, into their sitting-rooms where their children are gathered for the evening.

Commissioner La Fount emphasized that the Commission, in this matter, is not attempting to exercise powers of censorship, or to do anything that it has not done in the past. Rather, it is seeking to avoid an unpleasant issue, which he thinks can be done by the broadcasters showing "good sense." He says there are only a few stations which "are not turning down anybody's dollar."



Copeland Bill Revised Once More

ACCORDING to information received by PRINTERS' INK late Tuesday night of this week, Senator Copeland has again revised the proposed substitute for the present Food and Drugs Bill. This was done largely on representations made by Charles Wesley Dunn for the grocery manufacturers. The ideas of the proprietary interests were also considered.

It was said that the Senator had at last consented to remove from his bill the provision for Government grading of food and drug products. If so, the bill ought to be satisfactory to the business interests involved.

However, there is still opposition to the bill on the part of a group which would deprive the Department of Agriculture of its enforcement powers. At a luncheon in New York last week Lee H. Bristol, vice-president of Bristol-Myers, Inc., announced the formation of a Joint Committee for Sound and Democratic Consumer Legislation.

This committee opposes the Copeland Bill on the ground that "the American people are not willing to have a system of arbitrary 'regulation' imposed permanently upon so important and essential a group of industries."



Coombs and Wood with "Good Housekeeping"

E. T. Coombs and Benjamin Wood have joined *Good Housekeeping*.

Mr. Coombs becomes Detroit advertising manager. He has been with the Condé Nast Publications for fourteen years, during the last five years in charge of the Detroit office.

Mr. Wood has been appointed field promotion manager, in charge of dealer contacts, with headquarters at New York. He previously was advertising director of the Cincinnati *Post* and national advertising executive of the Cleveland *Press*. He was also formerly with *The Saturday Evening Post*.

Roberts Directs Timken Automatic Sales

Millard J. Roberts has been appointed general sales manager of the Timken Silent Automatic Company, Detroit. He also has been elected vice-president. For four years he was president of the Roberts-Gordon Appliance Company and for the last year has been with the American Radiator Company.

Dates Set for Premium Exposition

The fourth annual National Premium Exposition will be held at the Palmer House, Chicago, May 7 to 11. It is sponsored by the Manufacturers' "Merchandise Advertising" Association and will be held in conjunction with its annual convention.

"With the premium code situation clarified so there is no restriction on the lawful practice of business promotion through the use of premiums," the association reports, "it is anticipated that this year's meeting will create greater interest than ever among users, manufacturers and distributors."

A. B. Coffman is in charge of exposition direction, with headquarters at 35 East Wacker Drive, Chicago.

Krum Joins Mathes Staff

Tyrrell Krum, for several years with the Chicago *Tribune*, has joined the public relations staff of J. M. Mathes, Inc., New York agency. He was at one time city editor of the Chicago *Journal*.

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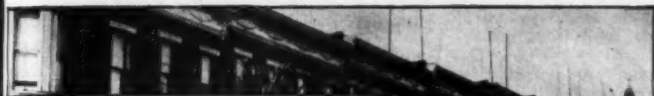
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THE

By CARRIER to BALTIMORE Homes



THE SUNPAPERS GO HOME is more than a pleasant-sounding slogan. It is a statement of substantial fact.

The great popularity of Sunpaper Carrier Delivery is attested by the hundreds and hundreds of blocks throughout Baltimore and suburbs where Sunpapers are delivered to every occupied house.

More than 40 of the 141 men who hold Sunpaper route franchises and who give all of their time to this work, have been serving Sunpapers continuously for 10 years or longer.

A few of the many "solid blocks" on the route of Andrew Fritz are here shown. Carrier Fritz has been delivering Sunpapers without any let-up since 1923.

Coverage such as this reiterates what most advertisers already know—Baltimoreans are most readily reached through The Sunpapers—morning, evening, Sunday.



THE SUNPAPERS IN JANUARY DAILY (M & E) 266,680

**THE
MORNING**



EVENING

**SUN
SUNDAY**

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Detroit: Jos. R. Scolaro

St. Louis: C. A. COMPTON

Atlanta: Garner & Grant

Business Again Governs Itself

NRA Code Authorities Have Unusual Powers Under New System of Business Socialism

By Lawrence Valenstein

President, The Grey Advertising Service, Inc.

BY early March it is estimated that 95 per cent of industry will be operating under approved codes. At the end of January in excess of 200 codes had received Washington's blessings. Some 400 additional codes were completed, or practically complete, and waiting only for the President's or General Johnson's signature.

When industry is quite thoroughly codified Washington is going to heave an official sigh of relief. The halt in the interminable round of protracted open hearings will be one reason. But a second and more important reason—more important to Uncle Sam as well as to industry—is that the control of business will again have been returned to business.

The development was a simple and natural evolution. And yet, now that it is almost an accomplished fact, it is apt to take most business men by surprise.

I have reference, of course, to the overnight establishment of the Code Authority as the planning, interpreting, policing and enforcing power back of each one of the hundreds of codes. The Code Authority, in each instance, consists of the more important members of the industry. There may be from four to fourteen of these individuals on each Code Authority. To all intents and purposes, they represent Uncle Sam. Their powers are tremendous, as I shall show.

True, official Government representatives may sit with the Code Authority—but without vote, although they have veto powers. True, also, the Administrator or Deputy Administrator for the industry retains the privilege of passing on practically all actions of the Code Authority. Finally, it is true that a disgruntled member of an industry who feels he has been unfairly treated by his Code

Authority may appeal its decision to Washington.

But in the nature of things it may be expected that the Code Authority will wield tremendous power. Those now in operation are already doing so. And they are being heartily backed by the Government.

Powers and Duties of the Code Authority

From where does the Code Authority get all this power? The answer is to be found in the practically standard form that is a part of almost all codes now being approved. In this standard form the powers and duties of the Code Authority are delineated as follows:

"(A) To adopt by-laws and rules and regulations for its procedure and for the administration and enforcement of the Code. . . .

"(B) To obtain from members of the industry . . . reports . . . and to give assistance to members of the industry in improving methods, or in prescribing a uniform system of accounting and reporting.

"(C) To receive complaints of violations of this Code, make investigations thereof and bring to the attention of the Administrator, recommendations and information relative thereto for such action as in his discretion the facts warrant.

"(D) To use such trade associations and other agencies as it deems proper for the carrying out of any of its activities provided for herein and to pay such trade associations and agencies the cost thereof. . . .

"(E) To secure an equitable and proportionate payment of the expenses of maintaining the Code Authority and its activities from members of the industry.

"(F) To co-operate with the

Administrator in regulating the use of the NRA Insignia solely by those employers who have assented to, and are complying with, this Code.

"(G) To establish or designate an agency on Planning and Fair Practice.

"(H) The Code Authority may co-ordinate the administration of this Code with such other Codes, if any, as may be related to the industry.

"(I) To initiate, consider, and make recommendations for the modification or amendment of this Code.

"(J) The Code Authority may appoint and remove and fix the compensation of such employees as it shall deem necessary.

In addition to these provisions, some Code Authorities are authorized to investigate and report on such vital problems as home work, style design piracy, control of machine production, and many others.

These provisions are important enough by themselves. As each additional code receives official approval, however, they assume greater importance. For with NRA reaching the stage where code making is almost ended and where code enforcement has become the order of the day, the Code Authority takes over the reins and assumes control of industry.

In brief, NRA now centers around the Code Authority. It has all the investigation powers of a grand jury. It is law maker, policeman, judge and jury. While it cannot actually impose punishment for code offenses, it may be presumed that Washington will consider a Code Authority ruling as *prima facie* evidence of guilt, with the burden of evidence placed squarely on the shoulders of the accused.

While these quasi-official bodies have been operating for only a short time there is already plenty of proof that they firmly intend to take advantage of Uncle Sam's invitation to take over the business helm. For example, the regional Code Authority for the millinery industry, covering the New York

area, recently appointed thirty-five inspectors as regular employees, whose principal task it will be to check up on the observance of the wage and hour provisions of this code.

In another industry, the men's clothing industry, the Code Authority recently found itself faced with an individual who refused to acknowledge its power. He ejected the Code Authority investigator. He confiscated her notes. He paid less than the minimum wage.

But in this field, the Code Authority has developed the rapidly growing plan of furnishing labels to members of the industry who obey the code. It refused to give these labels to the recalcitrant member. Under the retail code, a retailer who buys merchandise without a label, when that industry's code calls for a label, is violating the retail code. Incidentally, retailers are observing this provision with amazing care. In any event, the refusal to furnish him with labels brought the troublesome manufacturer to terms.

He has agreed to make restitution to his employees of back pay. He has agreed to post a \$25,000 bond guaranteeing performance of his agreement under the code. He has agreed to pay the expenses involved in investigating his case. He has agreed to an examination of his books, and, in general, he has agreed to abide by his industry's code and to recognize the Code Authority as the enforcing agent.

Another Rugged Individual Gives In

In another industry, a rugged individual sent a defiant letter to the Code Authority. He was not going to permit anyone to tell him how to run his business. If he wanted to give certain favored customers special rebates, without notifying the world of his intentions, he would continue to do so, code or no code. His letter furnished all the evidence of guilt that was needed. An official complaint was filed by the Code Authority with the Compliance Board. The Compliance Board, in turn, ob-



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T ALWAYS HAPPENS

WHEN one chemical is added to another, you know exactly what is going to happen . . . exactly what result will be obtained.

Selling merchandise through the New York Evening Journal is a good deal like that. . . .

First, because its vast audience in over 600,000 New York homes, is **KNOWN** to be responsive.

Second, because the store-door pressure of the Journal's highly trained merchandising staff is **KNOWN** to have secured most amazing results for scores upon scores of manufacturers.

NEW YORK JOURNAL

A Neverfailing Merchandising Force

NATIONALLY REPRESENTED BY • RODNEY E. BOONE ORGANIZATION

tained an injunction in Federal Court and Mr. Rugged Individual is now toeing the mark.

These few incidents typify the functioning of the Code Authority. Further information on this point comes direct from NRA in a release dated January 22, 1934. This release was prepared by the NRA Code Authority Organization Committee. It states:

"The National Recovery Administration is committed to the deliberate exploration of the possibilities of, and encouragement to self-government; and to a policy of strengthening the permanent association establishment of American industry.

"The principle of self-government requires that industry assume a responsibility in aiding the establishment of standards by which these objectives may be best accomplished.

"Code administration has two major phases:

"(1) planning and progress;

"(2) compliance.

"The first embraces the con-

structive development of industry and the improvement and broadening of its sources of secure employment. The second, includes code observance; the adjustment of complaints; and enforcement."

In another official release, also issued in 1934, we found this: "After a code has been approved, there remains the problem of Code administration. The responsibility for insuring that codes are administered and that the public is protected lies with the Administrator; but the aim of NRA is to give to industry, through its Code Authorities the widest possible range of self-government, subject to the ultimate responsibility of the Administrator. Consequently, practically all Codes provide that the Code Authority thereof is to administer the Code."

What it all boils down to, then, is that industry is to be given a fling at what might be called Business Socialism. It is going to be presented with an unusual opportunity to govern itself through co-operative action.

Philco Account to Hutchins

The Hutchins Advertising Company, Inc., Rochester, N. Y., has been appointed to handle the entire advertising account of the Philco Radio and Television Corporation, Philadelphia, including magazine, newspaper and broadcast advertising as well as dealer-distributor advertising and promotion. For the last year this agency has prepared distributor and dealer advertising and promotion for distribution by Philco to all of its distributors and since the first of this year has been handling a nation-wide co-operative newspaper campaign.

Schwinn, Vice-President, Cecil, Warwick & Cecil

S. J. Schwinn, who has been chairman of the plan board of Ruthrauff & Ryan, Inc., has become associated with Cecil, Warwick & Cecil, Inc., New York and Richmond agency. He has been appointed vice-president of the agency and will have supervision of plans and service.

Will Direct Aluminum Advertising

Effective May 1, 1934, the advertising of the Aluminum Company of America, The Aluminum Cooking Utensil Company and the Aluminum Seal Company will be handled by Fuller & Smith & Ross, Cleveland.

Larger Campaign for Eno

Full-page magazine space will be added to this year's advertising plans for Eno Effervescent Salt in the largest campaign which Harold F. Ritchie & Company have planned for this product. Four stations have been added to the network broadcasting the Eno Crime Club. Newspaper and business paper advertising also will be used. During the last few years advertising activities have constantly been enlarged with the result that sales for 1933 set an all-time record.

Akers with Griswold-Eshleman

Kenneth W. Akers has joined the creative staff of The Griswold-Eshleman Company, Cleveland advertising agency. He began his business experience with the National Refining Company and later was with Fuller & Smith. For the last several years he has been with The Powers-House Company.

Allen Rood has resigned as an account executive.

Stanley I. Clark Appointed

Stanley I. Clark, formerly sales manager of Lehn & Fink, Inc., and, prior to that, director of research for the Joseph Richards Company, advertising agency, has been appointed manager of the Admiracion Soapless Shampoo Division of the National Oil Products Company, Harrison, N. J.

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Mr. Ickes Denies

MR. ICKES declares he didn't say it. In other words, referring to an article in the February 1 issue of **PRINTERS' INK** ("Et Tu, Mr. Ickes") he insists that the Government has not attempted to penalize the large oil companies in the District of Columbia—that they have not been requested to increase their gasoline prices one-half a cent a gallon over the unadvertised brands.

Furthermore, he brands as "erroneous, purposely misleading and ridiculous" the statement to that effect made by H. K. McCann, president of McCann-Erickson, Inc., advertising agent for the Standard Oil of New Jersey.

"The fact is," says Secretary of the Interior (and also Oil Administrator) Ickes, "that no such request was ever made by the Government. In the absence of any possible basis for the circulation of this confidential bulletin to newspaper publishers written by the advertising agent of the Standard Oil of New Jersey, I cannot escape the conclusion that the whole purpose of it is to antagonize the newspapers against the Oil Administration."

All of which is perfectly all right with Mr. McCann.

"I am delighted," he tells **PRINT-**

ERS' INK, "to find Secretary Ickes disavowing those who would set up a policy in behalf of the Government whereby advertising would be penalized. My information as to what happened in the oil-gasoline war in the District of Columbia is different from that now given by the Secretary.

"I was advised that Dr. Frey of the Petroleum Co-ordinating Committee did request that the non-advertised products be permitted to sell at a lesser price than the advertised grade of gasoline. If Dr. Frey was not speaking for the Government then I and others interested in advertising will be glad to accept the disavowal by the Secretary of the Interior as a constructive step in the interest of all advertisers."

So far so good.

Secretary Ickes is in error on one major count, however. Mr. McCann does not attempt to deny that he is the Standard's advertising agent. Who would? But he does insist that his statement was not in any sense a "confidential bulletin" to the American Newspaper Publishers Association. He circulated it generally and it was printed not only in newspapers but in a number of business publications including **PRINTERS' INK**.

Kerner Directs Pluto Water Sales

William R. Kerner has been appointed sales manager of the water department of the French Lick Springs Hotel Company. Consumer campaigns on Pluto Water and French Lick Salts are planned.

Gannett Buys Illinois Paper

The Danville, Ill., *Commercial News* has been bought by the Gannett Newspapers from E. C. Hewes, editor and publisher. The purchase price is reported to have been \$700,000.

Has My-T-Fine Account

Penick & Ford, New York, have appointed Batten, Barton, Durstine & Osborn, Inc., to handle the advertising of My-T-Fine products.

Has Footwear Account

The Firestone Footwear Company, Boston, has placed its advertising account with Lavin & Company, Boston agency.

Lucy M. Curtis, formerly advertising manager of Firestone, has joined the staff of the Lavin agency.

Appointed by P. A. C. A.

W. J. Hofmann, manager of the Portland Hotel, has been appointed general chairman of the Pacific Advertising Clubs Association convention, which will be held in Portland from June 27 to July 1.

Norton, Lambert Director

J. S. Norton, vice-president in charge of sales of the Lambert Pharmaceutical Company, has been elected to the board of directors.

Ford on Biggest Hook-Up

OVER what was described as the largest network in the history of commercial broadcasting, Marion Talley, who has come back from her Kansas wheat farm and stepped again into the spotlight of national music, sang last Sunday to 7,500 Ford dealers in the United States and Canada.

She sang, also, to several million other Americans and Canadians; for her solos went out on the air from more than eighty stations.

The program, sponsored by the Ford dealers, themselves, and staged with the co-operation of N. W. Ayer & Son, was the first of a series of similar scope, to be broad-

cast every Sunday evening at 8:30 and every Thursday evening at 9:30, Eastern Standard Time.

The opening program brought to the microphone a voice not often heard—the voice of Edsel Ford, president of the Ford Motor Company. Mr. Ford didn't sing. He spoke.

Each program is to present a guest star against a background consisting of Fred Waring's Pennsylvanians, the Waring Male Chorus, the Lane Sisters, and that frog-voiced person whose name is Poley McClintock and who, when he isn't frog-voicing, plays the traps in the Waring band.

Dr. West's New Toothbrush

THE Western Company, Chicago, is marketing a new toothbrush named Economy which, priced to retail at twenty-nine cents, is being merchandised and advertised as a companion line to Dr. West's toothbrushes, its fifty-cent item. With the new item the company aims to get volume in the lower price market.

Both products were displayed side by side in a test campaign conducted in Kalamazoo. Results over a four-week period showed that, in

forty-three drug stores, toothbrush sales increased 216 per cent, the fifty-cent item getting 51 per cent of the increase, the lower price getting the remaining 49 per cent of the gain.

A twin-cabinet counter display case has been designed to show both brushes.

The two items are being jointly advertised in a campaign which, the company reports, is the largest in its history. Color pages in magazines are being used.

Cal-So-Dent Doubles Budget

The plans of the Calsodent Company, New York, to bring its Cal-So-Dent, combination mouth wash and dentifrice, more prominently before the public, include a reduction in price from \$1 to fifty cents, the offer of a specially designed toothbrush, and an advertising budget that is double that of last year. Heretofore the company has obtained distribution almost solely through prescribing dentists.

Bell Joins Benton & Bowles

C. Frederic Bell has joined Benton and Bowles, Inc., New York agency, as head of its trade, industrial and professional department. He has been with the J. Walter Thompson Company, more recently as manager and copy chief of the trade and technical department. Mr. Bell formerly was vice-president and sales manager of the Milwaukee Printing Company.

Larger Iron Fireman Campaign

The Iron Fireman Company, automatic coal burners, has increased its advertising approximately 25 per cent for 1934. Magazines, class and trade publications, newspapers and direct mail will be used. In addition, about 500 dealers will place local newspaper campaigns. Both the factory and the dealers' campaigns are being placed by Gerber & Crossley, Inc.

Three Campaigns Started on Beecham Products

Newspapers will be the principal medium used in a three-way campaign started by Beecham's Pills, Inc., Niagara Falls, N. Y. There will be a campaign each on Beecham's Pills, Beechalax, a new candy laxative, and Yeast-Vite, described as a "pick-me-up" and headache relief.



WORLD'S LARGEST MAN-MADE HARBOR

Once called the world's worst anchorage, Los Angeles harbor today ranks first in the Western Hemisphere in outbound freight, leading New York by 4,000,000 tons annually. Strictly a product of dredge and dynamite, it serves 150 steamship lines operating 8,000 vessels, is the home base of the United States Pacific Fleet, and today sells more items to more customers than ever before.

The Los Angeles Times made this transformation possible by its victorious fight for a free port. The Times everlastingly champions harbor developments, and its incomparable news service includes the full doings at Los Angeles' big, busy waterfront.

LOS ANGELES TIMES

Agree on News Broadcasting

THE controversy which has waged between newspaper and radio interests over the broadcasting of news has resulted in the working out of a program, which should become effective March 1. It will be directed by a bureau to be organized by the Publishers' National Radio Committee.

Edwin S. Friendly, of the *Sun*, New York, is chairman of the committee which will form the bureau, and other members represent the American Newspaper Publishers Association, United Press, Associated Press, International News Service, National Association of Broadcasters, National Broadcasting Company and the Columbia Broadcasting System.

The purposes of the program are: To select bulletins of not more than thirty words each from press reports received from the three principal press associations. Enough bulletins are to be selected to fill

two broadcast periods of five minutes each.

The morning broadcast is not to be made before 9:30 a. m., and the evening broadcast not before 9 p. m., local station time. None can be sold for commercial purposes.

Expenses of the bureau are to be borne by the broadcasters.

Any station may have access to the reports upon agreement to pay its proportionate share of the expense.

The publishers' committee is recommending the program to all newspaper publishers for approval and is urging it upon the Associated Press, the International News Service and the United Press.

The Columbia Broadcasting System and the National Broadcasting Company have announced that, in accordance with their previously expressed intention, they have decided to withdraw from the news-gathering field.

New Demuth President Plans Campaign

George St. John, Jr., has been elected president of the Wm. Demuth Company, New York. W.D.C. pipes and smokers' articles. He formerly was vice-president. A new merchandising program, based on a new process of briar perfection, will be backed by national advertising.

New Product

Test campaigns are now being conducted preliminary to national distribution of Apple-Lax, an apple candy laxative. It is made by Henry Heide, Inc., and will be distributed by the Apple Concentrates Corporation, New York.

D. R. Hathaway with McCann-Erickson

Douglas R. Hathaway, formerly in charge of media in the Chicago office of Batten, Barton, Durstine & Osborn, Inc., has joined the media staff of McCann-Erickson, Inc., New York.

Gets Fuller Brush Account

The Fuller Brush Company, Hartford, Conn., has appointed The Manternach Company, advertising agency of that city, to direct its advertising, effective March 1, 1934.

Podeyn Joins Reese Agency

George J. Podeyn has become vice-president of Thomas H. Reese & Company, Inc., New York. He was at one time sales manager of Station WEAf and, later, of the National Broadcasting Company. Later he became Western sales manager of NBC at Chicago. He has also been with Batten, Barton, Durstine & Osborn as manager of radio promotion.

Advanced by New York "Post"

Joseph G. Gilbert, manager of the classified display department of the New York *Evening Post*, is now national advertising manager. Before joining the *Post* in May last year, he was with the New York *American* for six years where he was director of the travel tour service.

Nelson with Hat Corporation

C. E. Nelson has resigned as vice-president of Calkins & Holden, Inc., New York agency, and has assumed charge of advertising of the Hat Corporation of America, New York, Knox, Dodge and Dunlap hats.

Tower Adds Radio Magazine

Tower Radio, which makes its first appearance March 1, is a publication of Tower Magazines, New York.

This Sales Book Is Written from Prospects' Side of Desk

It Costs Sixty Cents Per Copy and Sells Fixtures by Teaching Better Storekeeping

BEFORE an equipment salesman can get an order, he has to convince the prospect that the equipment is needed in his business. It takes time to tell a convincing story, even if the salesman has a well-prepared one and, if the prospect is a retailer, it is often likely that the time is given begrudgingly and, perhaps, on instalments between waiting on store customers.

Recognizing the handicaps which confront their salesmen, C. V. Hill & Company, have found the solution to the problem in the publication of "Modern Food Merchandising," a 192-page book on food market management and operation.

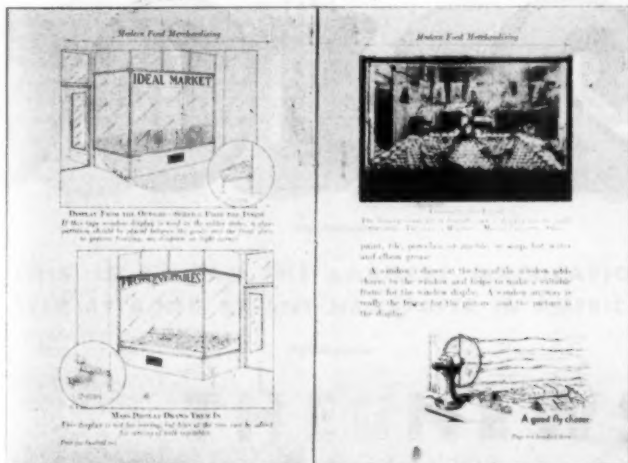
Except for a sixteen-page section at the back of the book, describing Hill refrigerators and market fixtures, the editorial content is free from any direct advertising. Between the lines of text

and in illustrations, the company achieves the purpose of the book which is to encourage store improvement both by inspiration and instruction; to create demand for its equipment by showing retailers how they would profit from its use.

The company in planning the book, set down definite provisions as to the scope to be covered. It stipulated that all phases of retailing extraneous to selling should be excluded. There were to be no statistical tables, no preaching. Only selling ideas were to be presented, a "how" always accompanying every "should."

Further, the book was to be written from the customer's side of the counter so that, understanding customer's likes and dislikes, the retailer could display his merchandise attractively and serve his trade quickly.

A study of the liabilities which



This spread is typical of the valuable ideas suggested—profitable to dealers and the manufacturer who presents them

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FOR EACH SUNDAY IN JANUARY

THE
NET PAID CIRCULATION
OF THE

SUNDAY  **NEWS**

NEW YORK'S PICTURE NEWSPAPER

EXCEEDED

60000!

THIS IS BY FAR THE LARGEST CIRCULATION
EVER ATTAINED BY ANY NEWSPAPER IN AMERICA!

THE  **NEWS**

New York's Picture Newspaper

220 EAST FORTY-SECOND STREET, NEW YORK CITY

must be avoided summed itself in the five criticisms which women most frequently made. Each unfavorable impression, of course, could be made favorable if the causes for dissatisfaction were eliminated by employing modernized equipment.

The criticisms and the recommendations follow: "It isn't clean" vs. the spick-and-span appearance which glass and porcelain display cases make possible; "Nothing I want here," empty meat counters vs. the tempting variety made possible by refrigerated display cases; "So tired of waiting" vs. the higher selling turnover of meat cuts on display; "That's not fresh" vs. refrigerated display, and "Why must I trot from store to store" vs. an argument that retailers equip their stores as food markets, selling groceries, vegetables, meats and dairy products.

With the five criticisms in mind, the book treats of the retailer's business from the customer's side of his counter under the general theme of "Building a food market to please 1,000 women." It stresses cleanliness, color combinations, lighting, heating and ventilation. Other points covered are indicated by mentioning some of the chapter headings: "How to Sell Meat by the Power of Display," "How to Lay Out the Complete Market for Step-saving, Efficiency and Sales Display," "Stopping the Profit Leaks," and "Advertising the Big Idea," a chapter of principles.

In all there are about sixty photographs of store interiors and window displays, numerous pencil sketches, reproductions of record forms and suggested plans for store layouts.

While the company felt that its

long experience in working with retailers on their display and management problems established it as an authority, it also realized that the full purpose of the book might not be gained if it were written within its organization. It commissioned an unbiased authority, the late W. L. Butler who was an associate editor of *Progressive Grocer*, to write the book.

The cost of the first issue of 5,000 copies was approximately \$3,000, not including photographs, or about 60 cents per copy.

The story behind the book, instructions as to how it is to be used and details of its distribution were given to salesmen in "The Hill Page," company magazine.

Distribution is controlled. Each salesman received a copy. In order for customers and prospects to get one, a salesman must send in the name which is inscribed in the book along with a register number. A letter is sent to the prospect advising him that a copy, set aside for him, will be presented on the next visit of the salesman.

The book may eventually be made available to anyone on request but, for the present, the company wishes to study its reception and believes that this can better be observed if it is not broadcast indiscriminately.

The book came off the press the last week in December but requests are so heavy that it is anticipated that a re-printing will be necessary. It has proved especially popular with the company's sales staff which has been quick to realize its educational value to them, its asset as a builder of good-will among their trade and its service in registering their calls upon their prospects.

N.O.A.B. Elects

Officers elected at the annual meeting of the National Outdoor Advertising Bureau held recently are as follows: Henry T. Ewald, chairman of the board; F. T. Hopkins, president and general manager; William D. McJunkin, vice-president; H. F. Gilhofer, vice-president and Western manager; Fred J. Ross, secretary and treasurer; Daniel Volkmar, assistant treasurer and M. A. Sherman, assistant secretary.

Steamship Lines Merge Offices

The Hamburg-American Line and North German Lloyd have united their offices in the United States and Canada under the direction of John Schroeder, managing director for passenger traffic and Christian Beck, managing director for freight traffic and operations. Albert Frank-Guenther-Law, Inc., has been appointed to handle the advertising on the combined Trans-Atlantic passenger services on the two lines.

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Planning Advertising Budget for 1934 Markets

How One Manager, Put on Spot by Directors, Lays Out Program Based on Rising Sales

By Francis Newton

MANY advertising managers say they are "on the spot." They are asked "to prove results; to show why money should be spent in 1934; and to make pretests on proposed campaigns."

In some cases advertising recommendations for 1934 have been offered but not accepted. Appropriations have been held up—a serious situation for both the advertising managers and the companies represented.

What to do? Try to gather new reserves and arguments, more strongly to sell the program? Try to picture the business ills, loss of orders, position and prestige attendant to a stoppage of advertising? Or regard the situation as a challenge and an exceptional opportunity to sell advertising on a newer and more solid foundation?

One advertising manager showed portfolios of past advertising and presented his new recommendations based largely on practices of previous years. He presented two budgets, one large in size, one considerably smaller.

The large one was ruled out at once. The executives considering the alternative in detail, felt that 1934 brings a new business picture, a new set of conditions. Times have changed. Markets have changed. Sales are hard to get. Advertising must change to meet the new conditions. Advertising must do more work per dollar, must get more results, produce more inquiries and more sales.

These questions arose: Had a field survey been made to discover what kinds of past advertising had been most effective? What kinds could be eliminated? What new kinds should be adopted? Had dealers been contacted to get first-hand information as to how they sell today, what brings people into

their stores, what kinds of window and counter displays are effective? Had company salesmen and dealer salesmen been asked how the home office could today help them to get greater results in their work?

In fact, might it not be well to begin right over again as though just starting in with a new business? Commence by asking questions like these: What are we selling? Through whom do we sell? Why does the consumer buy? Does our advertising appeal to the buying motives of today? Or are we just carrying in our advertising the buying appeals which were effective four years ago but perhaps not today? What function does each piece of our advertising perform? Do our various advertising media co-ordinate and fit together to make a comprehensive and complete sales picture?

Today's New Perspective

Do we have a big perspective of our whole problem or are we thinking too much of the details of our advertising program? Since today is a new day with a whole new set of conditions and circumstances, shouldn't we re-build our whole advertising program, taking into consideration the changed market conditions, changes in product, and changes in buying habits? Then the company could be assured its advertising would bring back the maximum returns per dollar invested.

Rather a black picture for an advertising manager! A man without a budget. An advertising man with no advertising to do—until a new advertising appropriation is approved.

What to do?

Research was conducted in the field to determine the effectiveness

...READER

Confidence and Res



ASSAILS WASTE IN GOVERNMENT COST

South Bend Man Praises
Campaign in Address
to Jewelers.

SUPPORT GROWS TO CONSOLIDATE OBSOLETE UNITS

Growing strength of the campaign
to accomplish basic tax relief in In-
diana through simplification of local
and "scrap"

The Indianapolis News wa
its continued campaign
on of taxes through co-
operation by G. Fred
Bend, organization
of Associated Retailer
Monday afternoon.
assailed waste in
rich, he asserted,
country and Indiana

TOWNSHIP LINES BAR TO ECONOMY

Elimination Would Mean Big
School Cost Saving, Says
Former Trustee.

HECKER POINTS TO WASTE

THE INDIANAPOLIS NEWS

NEW YORK:

Dan A. Carroll, 110 E. 42nd St.

CHICAGO:

J. E. Lutz, 180 N. Michigan Ave.

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SELLS

Responsiveness

Into more than 139,000 homes goes The Indianapolis News six days a week—to receive the welcome due an old, respected friend.

An old friend because many of these families have been subscribers for twenty—thirty—forty years! A respected friend because it has constantly promoted the common good and improvement since its inception 64 years ago.

At present The News in a series of articles is graphically showing the need for elimination or consolidation of overlapping and obsolete governmental units—62 of these articles have appeared since October 2, 1933.

But The Indianapolis News is more than a powerful guardian of the public welfare. It is an up-to-date newspaper—a *balanced* newspaper containing the proper amount of accurately reported news, interesting information and entertainment to appeal to every member of the family.

Through this preference for one newspaper—the confidence and responsiveness of its readers—and the adequate coverage of the market by a circulation 97 per cent home delivered—is pointed the way to one definite conclusion: maximum advertising results can be obtained from minimum expenditures in the Indianapolis market because The News can do the advertising job ALONE.

INDIANAPOLIS NEWS

CHICAGO TELLS THE INDIANAPOLIS RADIUS

of past advertising, market conditions, and what forms of advertising could be expected to produce the greatest returns in the new year. Results were interesting. Nine conclusions were presented:

1. The dealers were enjoying much better business than even six months before and their forecast for 1934 anticipated a 20 to 40 per cent increase over 1933 on the merchandise in question.

2. There was a slight but noticeable trend toward higher-priced articles. Why? Because the public had had many unhappy experiences with cheap merchandise and therefore, were very carefully investigating the quality, longevity and other properties of articles before buying. The advertising recommendation was to divert part of the budget from merchandising the lowest-priced lines to selling the medium-quality goods.

3. The dealers wanted more helps at the "point of sale." For instance, counter displays, window cards, more information and sales materials to help their salesmen sell. Apparently the dealers' need for greater sales volume made them more eager than ever before for all kinds of sales helps.

4. Since retailers carried small and incomplete stocks, they had greater use of and need for catalogs from which to sell the whole line.

5. Dealers today are greatly interested in new merchandise. The trade is seeking new possibilities for profit and is open-minded to novelty numbers again in addition to staples. They would not stock heavily but they would invest moderately.

6. Due to serious curtailment of advertising, the company had lost its position in the field.

7. The company's own salesmen were asking for new sales tools to help them win new dealers and sell new merchandise. In good times they had little difficulty in selling but today they needed impressive portfolios of advertising, of sales promotion, etc., to aid them in closing new business.

8. Some dealers were asking for a direct-mail campaign in the

spring and fall, to a selected list of prospects to arouse interest in merchandise, and produce inquiries for them to follow up and close.

9. Many dealers felt advertising of the future should be more direct, more full of sales data, and be nothing more or less than straight man-to-man selling.

The above survey developed a solid basis on which to build future advertising. These recommendations followed:

General Advertising. Due to the survey a new kind of copy was recommended. Somewhat longer, more direct, and full of sales information. Dealers had told what made people buy today.

Business Papers. Recommended that because of loss of position in the industry, trade papers should be employed in full force to introduce new merchandise, to re-sell the company, etc. It was learned that trade papers today are more carefully read than in prosperous times because they have done a commendable job of pointing out new sales methods and new ways to make profits.

Sampling. Recommended that a new type of catalog be started at once, the old catalog having been antiquated and not even showing the latest improvements in merchandise or the new products brought out in recent months.

Four Catalogs Instead of One

The recommendations suggested four small annual catalogs instead of one big one. The old big one was bulky, hard to use, and covered all four lines of merchandise made by the manufacturer. But a dealer might handle only one line. The old book was therefore 75 per cent ineffective in many instances.

With four catalogs, one for each line, a dealer would receive data only on those products he would buy. And the four catalogs would thus gain wider coverage, save waste and produce more orders.

Dealer Helps. Recommended that window displays be smaller in size than past units and that possibly a combination display

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could be designed to show other articles which would normally be used in connection with the company's own merchandise.

Recommended that counter cards and counter books be added to the list of dealer helps.

Recommended that a house magazine or sales bulletin be started to carry sales information to dealers' salesmen, who really sell the company's goods.

Finally recommended that the manufacturer help the dealers by direct-mail campaigns, spring and fall, to the dealers' prospects. This to tie-up closely in theme to the general advertising.

Helps for Company Salesmen.

Recommended that the home office not only supply company salesmen with portfolios of advertising as in the past but with re-designed sample cases and demonstrations of

merchandise in use. More study of further possible sales helps was suggested.

Also recommended that a direct-mail campaign be addressed to the dealers to help company salesmen in announcing and selling new merchandise.

Increase in Budget. Due to the dealers' forecast of a good increase in business in 1934, it was recommended that the advertising appropriation be increased at once or at the latest, three to six months later.

All of this with what final result? The advertising budget was approved. Advertising had been re-sold on a more solid foundation than ever. An increase in appropriation was to be discussed three months hence.

The advertising manager was off the spot!



Babbitt's Biggest Campaign

B. T. BABBITT, INC., user of advertising for almost a hundred years, has started out upon the largest advertising campaign in its history.

The basis of the program will be copy in more than 200 leading newspapers in various parts of the country. In addition, an intensive campaign is being planned to introduce *Wet-Me-Wet*, which is a new product for cleaning windows, silverware and so on.

The various brands of lye manufactured by the company will be advertised in farm papers, a general newspaper list and business papers.

Every Sunday afternoon over a national network will be given a program to augment the newspaper campaign. Mary Small, eleven-year-old vocalist, will be the star performer and will be aided by others prominent in radio entertaining.



Adds Real Estate Account

Lawrence Management, Inc., Bronxville and Mt. Kisco, N. Y., has placed with the Frank Presbrey Company all advertising for its activities in Westchester real estate, with the exception of the Hotel Gramatan. Separate advertising appropriations are being set for each activity.

Shell Oil Company Advances Fred C. Foy

Fred C. Foy, who joined the Shell Oil Company, San Francisco, recently as sales promotion manager, has been appointed advertising manager and will now have charge of both departments. He formerly was for three years with the J. Walter Thompson Company.

Handling Fontana Food Account

The Fontana Food Products Company, South San Francisco, has appointed the Brewer-Weeks Company, San Francisco, to handle the advertising of Fontana's macaroni, spaghetti, egg noodles and mushroom gravy.

Kenneth D. McAlpin Dies

Kenneth D. McAlpin, identified for many years with advertising activities in New York, died last week. He joined the Evans Publishing Company, publisher of the *Family Circle* a year ago as general manager and treasurer. Previously he was associated with the Futura Publications, New York.

Buggy Wheels and



IN the frenzied days of late 1929, a financial editor wrote that Wall Street by its action in dumping motor stocks had decided the country was going back to horses and buggies.

Wall Street now has reversed its decision and motor shares are prime favorites. Detroit for once agrees with Wall Street. When 325,000 men are employed in the Automobile factories of the Detroit trading area, alone; when 75,000 who were jobless a year ago are on motor companies' payrolls now and 1934 estimates of production run from 3,000,000 to 3,500,000 cars; when Ford has the biggest schedule in four years, and Chrysler production is at a new high and when General Motors carries a payroll of 158,000 men, 33,000 more than a year ago—is it not time to consider the exceptional opportunity offered by the Detroit Market?

Detroit offers two good reasons why you should be advertising here:

1. *Rising prosperity*
2. *Easy, economical coverage*

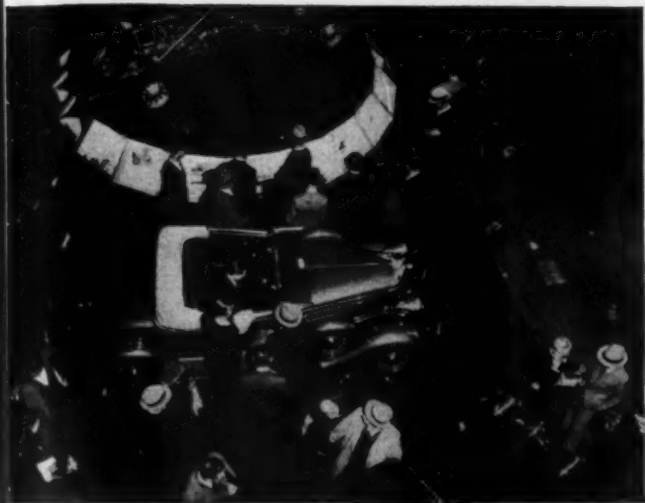
The first reason has been covered. The second reason is The Detroit News. This newspaper owned and published by Detroiters for Detroit homes gives you entrance to nearly three quarters of the better than average homes of Detroit.

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The News has the largest circulation weekdays or Sundays in America's fourth city where 76% of the circulation is delivered by exclusive carriers direct to the homes. You can sell your product to people who have money to buy by concentrating in the newspaper that sells the goods for Detroit stores. The News prints more advertising than both other Detroit papers combined. Ride in on a rising market with The Detroit News.

The Detroit News

THE HOME NEWSPAPER

New York Representative

Chicago Representative

A. KLEIN, INC., 50 E. 42nd St.

J. E. LUTZ, 180 No. Michigan Ave.

Member Major Market and Metropolitan Sunday Newspapers

Gimbels Offers \$10 Reward

GORDON SELFRIDGE tried it first in London—and it didn't work very well. Now Gimbels is trying it in the United States. Whether it will work very well over here will depend partly upon the cupidity of the public and partly on Gimbels skill in overcoming the average man's basic misunderstanding of the meaning of words.

From now on Gimbels which has made quite a to-do about the truth of its advertising is offering a reward of \$10 to "the person who first reports to it any misstatement in any of its newspaper advertisements." By misstatement Gimbels means "any misleading or untrue statement about or claim for the qualities of any article of merchandise advertised." On all questions of priority or truthfulness the store's decision will be final—which seems fair enough in a way.



Has Insecticide Account

The Etna Chemical Co. Ltd., London, has appointed the Adrian Bauer Advertising Agency, Inc., Philadelphia, to handle the Canadian advertising of Sprai, an insecticide. Radio, newspapers and trade publications will be used for this product in Canada. This agency also will handle advertising for Sprai, Inc., New York. A newspaper campaign for Eastern cities is planned.

Starts Carolina Campaign

An advertising schedule for the Consolidated Packing Company of San Francisco is being released in North and South Carolina newspapers, featuring its Honey Bunch raisins and dried fruits. This campaign is handled by the San Francisco office of Emil Brischer and Staff.

Opens Rochester Office

An office in the Lincoln-Alliance Bank Building, Rochester, N. Y., has been opened by the Geyer Company, Dayton, Ohio, and the Geyer-Cornell Company, Inc., New York. R. M. Ganger, for several years Rochester resident contact executive, is manager.

Olian Joins Gardner

Irwin A. Olian, formerly with Liberty, and more recently assistant advertising manager of the Famous-Barr Company, St. Louis, is now with the Gardner Advertising Company in the St. Louis office.

Gordon Selfridge, more liberal than Gimbels, recently published a statement in the London *Times* announcing that his store had shifted from a reward of ten pounds for reports of misleading or inaccurate statements to a reward for finding any misstatement in the description, price, quality or size in any advertisement "which would adversely affect a consumer's purse."

Somewhat sadly he admitted that his original offer had made it necessary to set up a mechanism for definition which "was not suitable for the ordinary friendly public in their ordinary friendly shopping." To make a bald and perhaps inept paraphrase, it seems that "Tugwells and Gimbels rush in where Selfridge found the treading not comfortable."

Oh, yes. Address applications for the \$10 to the Truth-in-Advertising Editor, c/o Gimbels.

H. G. Chapman Dead

Harry G. Chapman, vice-president and general manager of the Cyclone Fence Company, Waukegan, Ill., died suddenly at Pittsburgh last week while on a business trip. He had been with the company for the last fifteen years and prior to his promotion to the vice-presidency a year ago was general sales manager. He was forty-nine years old.

New Medium

Talky-Tyres, made by a company of that name, is a new advertising medium. It is a device, motor operated, which fits over spare tires. Three cards automatically present themselves for reading through an opening. A. A. Henkel is president of the company which has offices in the Wrigley Building, Chicago.

Alden with Procter & Collier

John Malcolm Alden, recently with Alonzo Fowle & Associates, Milwaukee agency, has joined the Procter & Collier Company, Cincinnati agency, as an account executive. He formerly was in charge of sales promotion for the Carnation Company.

Djer-Kiss Adds Newspapers

Complementing its radio advertising, V. Vivaudou, Inc., New York, will run Djer-Kiss advertising in Sunday newspapers in leading cities not covered by the network broadcast. Twenty-one cities are on the schedule for this campaign.

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Turn to Cosmopolitan

Cosmopolitan was the **ONLY** Major Magazine Display Advertising Lineage and May



Beverages	60% GAIN	ineag
Food products	18.4% GAIN	ineag
Household products .	5.7% GAIN	ineag
Jewelry, Silverware .	143% GAIN	ineag
Medical products . .	9.1% GAIN	ineag
Radio6% GAIN	ineag
Tobacco	17.6% GAIN	ineag
Travel	68.3% GAIN	ineag
Wearing Apparel . .	16.1% GAIN	ineag
Miscellaneous	62.9% GAIN	ineag

... and Cosmopolitan Swings For in 1

Major Magazine to Show a **GAIN** in Both and May Advertising Revenue for 1933



GAIN	ineage . . .	85.2% GAIN	in Revenue
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GAIN	ineage . . .	3.1% GAIN	in Revenue
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GAIN	ineage . . .	59.7% GAIN	in Revenue
GAIN	ineage . . .	7% GAIN	in Revenue
GAIN	ineage . . .	62.9% GAIN	in Revenue

s For in 1934!

**WITH 48 NEW ACCOUNTS SO FAR IN
1934 (in addition to 107 in 1933) AND
WITH INCREASED SCHEDULES FROM
36 OLD ADVERTISERS...HERE'S THE
ONLY RED INK IN THIS STATEMENT**

J. R. Bailey
Business Manager

... Measured by
any **IMPORTANT** survey...



Reader Preference... Men and Women... Incomes... Net Worth...
Buying Habits... Better than Average Homes... Living Standards...
Circulation Vitality... Circulation in Active Markets... Circulation
Methods... Duplication Factors... Newsstand Sales... Advertising
Visibility... Readers per Copy... RESULTS!

COSMOPOLITAN
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How Advertising Managers Insure Contact with Their Trade

Many of Them Travel—and Extensively—and They Agree That Effectiveness Demands Knowledge of Field Conditions

BECOME an advertising manager and see the world!

Slightly paraphrased, and considerably condensed, there is the answer, expressed in a round-up of opinions, to the question: How much time ought an advertising manager spend away from his office?

PRINTERS' INK submitted the question to advertising managers, themselves.

Some of the advertising chiefs have undertaken to estimate, definitely, just how an advertising manager's time ought to be divided between his office and the outside. Several believe he ought to be out in the field "as much as possible." All contend, and emphatically, that an advertising manager who cloisters himself within four walls and concerns himself only with the mechanical routine of running his department is an advertising manager who handicaps himself and his advertising.

Those who here outline their views and their methods agree that "outside" contacts give rise to a number of advantages—among them, the following:

1—The advertising manager may study the market at first hand and observe the attitudes and reactions of those to whom his company sells, or hopes to sell.

2—He may check advertising coverage and effectiveness.

3—He may "sell" his company's advertising to his company's own sales representatives and to jobbers and dealers and their salesmen.

4—At first hand, he may gather information that will be helpful in the designing of dealer helps.

5—He may gather advertising ideas.

6—He may train himself, by observation and absorption, into a better understanding of the conditions of sales work; and

7—He even may bring in an occasional order.

Without further preamble, we now ask the advertising managers to speak for themselves. The first travels much. He is Wesley I. Nunn, advertising manager for the Continental Oil Company. He has this to say:

"It is my firm conviction that a good advertising manager should be twins; that one of them should be in the office all the time and one of them outside all the time.

"I feel that without certain of the experiences and contacts I have away from my office, the programs with which I am connected could not be properly advanced, nor could I function as well.

"On several occasions I have presented, personally, new advertising campaigns to a part of or all our twelve marketing division staffs.

"On one occasion I helped conduct a series of three-day schools in some of the division headquarters. I spent six weeks on a tour of the division offices in connection with the Conoco Travel Bureau, which is one of my responsibilities.

"Several times a year I visit the New York and Dallas offices of our agency for a day or two or more, and recently I went to New York for an auditioning of a proposed new Conoco radio program.

"I seldom go into the field just to 'find out' or to investigate. I'm out so much that special fact-finding excursions are unnecessary. But of course, I do find out a great deal."

An Opinion from the Industrial Field

Next we hear from an advertising manager in the industrial field—G. W. Cramer, of Gould Pumps.

"I fully believe that an advertising manager should spend one-quarter to one-third of his time in the field.

"We sell our products by two

methods. One class of goods is sold through the regular distributor-dealer channels. In most instances the other is a direct sale to industry—in some cases through a manufacturer's agent.

"In connection with the first class of goods, I believe the advertising manager should spend considerable time with the distributors, becoming fully acquainted with their problems, so that he can plan necessary catalogs, bulletins, direct mail and other sales helps that will prove beneficial to them.

"As to the products that are sold to industry, the advertising manager ought at least have a working knowledge of all the industries in which the product is used, so that he can plan his trade paper and other advertising intelligently."

Our next speaker is a vice-president in charge of sales in a company whose outlets are widely varied. He is S. Castagnola, of the Lionel Corporation, who writes of his experience when he was in charge of advertising. He says:

"That the advertising manager may work effectively, he must be well acquainted with the sales territories, the peculiarities of districts, the idiosyncrasies of jobbers, jobbers' salesmen, dealers, and department stores. And this is particularly so when his product is distributed through such diversified fields as drugs, hardware, electrical, furniture, dry goods, chain stores and department stores.

Getting the Dealers' and Consumers' Reactions

"Recently, I covered most of the territory from New York to Jacksonville, west to San Antonio and north to Minneapolis. I did this to get a survey of the methods used by our dealers in merchandising, displaying, and selling our product. At the same time, I studied the peculiarities of the various territories, not only from the dealer's point of view, but also from the consumer's.

"I found that certain of our products were not being pushed in the Southern territory, and I discovered the reason by talking with consumers. I also discovered that

some of our products were not known in that territory because our advertising had not reached the locality as well as it should have.

"On the assumption that previous failures had demonstrated that the effort was not worth while, certain of our territories had not been given proper advertising coverage. On the ground, I learned the reasons for the previous failures.

"I found a new function for the advertising manager—a personal visit to the jobbers and dealers to give them ideas and suggestions for merchandising our product.

"There is another function to which the advertising manager should give his attention. It is important that the jobber's salesmen, as well as the manufacturer's salesmen, know the details of advertising programs.

The Result of One Trip to the Field

"On my field excursions, I always ask the dealer's permission to go behind his counter to help the clerks in rush moments. I make notes of the questions the customers ask, and I watch the recurrences of the same question. Shortly after my most recent trip, I persuaded our company to re-design all our packages. The change came, not as a sudden inspiration, but as a result of several repeated questions I had heard while I was officiating behind the counter."

"It is entirely possible," says A. O. Buckingham, director of advertising, Cluett, Peabody & Co., "for an advertising man to do a splendid job without ever leaving his desk. I say 'possible'—but I don't think it probable." Mr. Buckingham goes on:

"If a man has an analytical mind he can keep his fingers on the pulse of the consumer and his trade by careful study of the magazines and their editorial content, trade papers and other offerings, newspapers in their wide variety of news and general information, radio with its news and entertainment. He can keep in touch by contacting with the salesmen who call on him, by keeping in close touch with the A.N.A., by close contact with the

Fifteen of the better class men's wear stores in Detroit used more lineage in the Free Press during 1933 to sell their merchandise than in any other Detroit newspaper. Total lineage in the Free Press 299,079; in the first evening newspaper, 291,951 lines; in the second evening newspaper, 82,557 lines. Figures from Media Records, Inc.

The Detroit Free Press

1821—ON GUARD FOR MORE THAN A CENTURY—1934

executives of his own company, by contacting with his own salesmen, and with his own advertising agency. Many times an advertising man can get more good ideas in one day by sitting at his desk than by going out and pounding the rails for a week.

"I offer this argument as a possibility, and not as my conception of an advertising executive's job.

"I believe that I, myself, spend almost half my time outside the office.

"On a trip into the field you don't always get what you're looking for, but the very fact that you are getting outside viewpoints seems to freshen your own ideas.

"There is much work to be done with customers, explaining the working of their own advertising and showing them how to tie-up to get the most benefit from it. Many window ideas can be gathered by visiting customers' stores."

Sharing the Field Work

Here is an advertising manager whose field work is shared by two other executives. He is Earl L. Hadley, of the Grigsby-Grunow Company. Says he:

"Possibly I am a little more fortunate than some advertising managers in that my superior officer, the vice-president in charge of sales, is out more than I am; and he is decidedly advertising-minded. So is his assistant, the assistant general sales manager.

"Because I have had to keep to my desk and watch rather closely the activity of my department, I have made it a point to cultivate more than the usual friendship with our field representatives. Most of them feel free to write me a blankety-blank letter if our advertising and promotional material doesn't seem to be clicking. Besides, they keep me informed about what competition is doing.

"There are two periods in the year when I do make it a point to get out, and they are when our distributors are holding dealer meetings. Virtually all our executives in the sales and advertising departments go out at these times;

and thus we have contact not only with our distributors, but also with our dealers.

"Assuming that an advertising manager is as closely in touch with the field as I have indicated, I rather think that at least three-fourths of his time ought to be spent at his desk. If he is away for lengthy periods, he cannot avoid getting out of the habit of watching the more important details that must be checked in the preparation of campaigns."

Depends on Type of Advertising Manager

F. W. Heiskell, of the International Harvester Company of America, believes the answer to the advertising manager's problem of time-division depends largely on the man himself. Thus:

"Generally speaking, I think the time of an advertising executive that should be spent on the outside depends on what he lacks and how long it takes him to get it. If he knows, thoroughly, his products, how they are distributed, sold, and used by the consumer, he would need to be on the territory only long enough to insure being up to date.

"Because an advertising manager's main job is to aid in selling his company's products it seems to me that his greatest effort, on the outside, ought to be to discover what would make the best impression on his customers.

"Further, it would seem to me that after an advertising executive has spent sufficient time on the territory—which includes the factories making his products, the dealers who sell, and the consumers who use the products—so that he has sufficient background to enable him to work out plans for accomplishing results in the way of real business, then everything from then on consists of creating ideas, working them into form for use, and putting his plans into execution."

Don Southgate, of the Shuron Optical Company, says he "cannot imagine how an advertising manager can function intelligently without getting away from his desk at least now and then." He goes on:

Feb. "I vertis his ti ing r title tant "In ing a it is v have I my w my re Problem Happy Bety thinks strong happy "My tising e be able the sal its need and m opinion either ; but onl of the "I ha are high the best dising i born of offices. C ful oper partmen personal volve fr personne is to dev are profi and to th tive mus ordinates Ralph house, be time betv fifty-fifty "My v divided a distributo of variou lisher cor laneous a side activi important the field t tract office organizatio "Howev

"I do not consider that an advertising manager who spends all his time at his desk is an advertising manager. Regardless of his title, he is just somebody's assistant.

"Incidentally, I'm not above taking an order now and then when it is waved in front of me; and I have been known to more than pay my way with orders turned in on my return."

Problem Has a Happy Medium

Between the desk and the field, thinks A. K. Barnes, of the Armstrong Cork Company, there is a happy medium. Thus:

"My conception of a good advertising manager is that he ought to be able to recognize the needs of the sales department and interpret its needs into terms of advertising and merchandising. This, in my opinion, cannot be accomplished either at the desk or in the field, but only by a happy combination of the two.

"I have found that field contacts are highly profitable; and some of the best advertising and merchandising ideas in our business are born of meetings in our branch offices. On the other hand, successful operation of an advertising department requires a great deal of personal supervision and should involve frequent contacts with the personnel of that department. If he is to develop them along lines that are profitable both to the company and to themselves, the real executive must have time for his subordinates."

Ralph Leavenworth, of Westinghouse, believes that he divides his time between desk and field about fifty-fifty. He goes on:

"My work on the outside is divided among district contacts, distributors and dealers, meetings of various kinds, agency and publisher contacts, and some miscellaneous activities. Of all the outside activities, I think that the most important is keeping in touch with the field through contact with district office men and the distributing organization.

"However, there is such a thing

as being away too much to do a good administrative job. There are headquarters people, both within the advertising department and outside it, with whom regular contact ought to be maintained; and, of course, there is current advertising material going through the mill; and this material the advertising manager should pass upon, even though he holds others responsible for its production.

"Need it be added that there also are budgets?"

M. B. Bates, of Life Savers, Inc., emphasizes the importance of sales activities within the office and on the outside. He says:

"After all, isn't advertising supposed to be the interpreter of sales problems, and can advertising be thoroughly and consistently interpretive without there being associated with it a man with first-hand knowledge of the sales problems involved in any advertising plans?"

"I am thoroughly convinced that the progress of an advertising manager would be materially handicapped if he were not given the opportunity, or if he did not make his own opportunity, to go out into the field on sales work as frequently as it was possible and consistent to do so."

Traveling Can Be Overdone

Now for the views of two advertising managers who seem to feel that perhaps traveling can be overdone. The first is F. W. Matthay, of the Parker Pen Company. Says Mr. Matthay:

"My personal opinion is that the greater part of the advertising manager's time must be spent in the office. However, he ought to get out every once in a while and, perhaps, try some selling himself in order to find out at first hand about conditions that bear on his advertising job.

"In this manner, he will also receive, indirectly through the dealers, the consumers' reactions to his company's advertising. In many cases it might be better to contact the consumer, himself; but most advertising managers probably do

ON KEY POINTS OF ADVERTISING STARCH STUDY* RANKED AMONG SEVEN PRIMARY WOMEN



LOWEST COST TO REACH HOUSEWIVES (based on Starch percentage of housewives among women readers and current rates). **Also Lowest Cost to Reach Women Readers** (both black and white page and four-color page).



MORE YOUTH—Average age of Story women is from 4.4 to 8.3 younger than women readers of women's magazines.



LESS DUPLICATION—True Story duplicates less than 8%, assuring a new, uncovered group of magazine readers.

*Starch Media Effectiveness Report
led covered, 12 months ending July

ON EFFECTIVENESS TRUE STORY FIRST WOMEN'S MAGAZINES



MAINTAINED FAMILY INCOME—True Story alone enjoys maintained family income during the depression period studied.



LOWEST COST FOR WOMEN READERSHIP OF ADVERTISEMENTS—On both comparisons "Read Some" and "Read Most". (black and white page)

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ered group

EAR in mind that the Starch Reports are a completely unbiased effort to serve advertisers, agencies and publishers through authoritative studies of advertising effectiveness. And on all these key points, which govern you in

the selection of media, True Story comes first. Put the first medium to work—unlock a new source for 1934 sales, by effective use of the most effective medium. True Story Magazine, 420 Lexington Avenue, New York.



iveness Report
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not have the time to take care of this personally, and so they have to direct such researches from their desks."

And the second of those who believe that an advertising manager need not feel that he must convert himself into a constant traveler is W. A. Bowe, of General Electric's air conditioning department. Last of our speakers, Mr. Bowe says:

"As far as my own job is concerned, I believe that I ought to be away from my desk as often as there is something to do in the field to help our dealers and ourselves.

"I don't know of any way to

divide time between the office and the field. Obviously, there is plenty of work that can be done only in the office. Personally, I feel that the advertising manager should be in his office except when there is a job to be done in the field.

"Of course, if an advertising manager is to consider himself an executive, there is a certain amount of execution in the field as well as in the office. Sometimes, I have found that this kind of field work can be helped considerably by using the field sales representatives. In this way, reports can be received from many more dealers than it would be possible for me to cover."

Certified Seafoods to Advertise

A SURVEY conducted in Pacific Coast cities showed that 85 per cent of women buyers lacked confidence in canned seafoods in comparison with other canned goods. This caused them to refuse to buy.

As a result, the Certified Seafoods Corporation was formed, and it will tackle the problem with advertising. A test campaign will begin in St. Louis early in March, and national advertising will follow later.

The corporation, maintaining a staff of chemists and medical authorities, will inspect the plants and products of member-packers. If these are up to required standards, a certificate of sanitation,

purity and quality will be granted which will permit the holder to use the Certified Seafoods label so long as the necessary requirements are maintained.

Membership, limited to one packer of each line, includes the Alaska-Pacific Salmon Corporation, Point Loma Tuna Packers, Hovden Food Products Company, W. R. Gilbert Company and the Alaska Ice Pack Corporation.

All products will be sold under the corporation's label, with the type of seafood and the individual packer's name prominently listed. Fancy pack will be designated by a white label, choice by a blue and standard pack by a red label.

Brownlee Becomes NRA Aid

James F. Brownlee, president of the General Food Sales Company, New York, has been given a leave of absence to serve as food industry advisor to the NRA at Washington. He will serve in this capacity for a period of about six weeks.

Sanders to Sunset Press

E. H. Sanders, for more than twenty years an executive of Shell Oil Company, San Francisco, most recently as director of advertising and sales promotion, has joined the Sunset Press in an executive capacity.

Has Croft Brewery Account

The Croft Brewing Company, Boston, has appointed McCann-Erickson, Inc., to direct its advertising account.

Ash with Crump Agency

H. O. Ash, until recently vice-president and sales manager of the Protected Milk Products Company, has become associated with the Murrell Crump Advertising Company, Kansas City, Mo., as vice-president and sales manager.

Don Belding Advanced

Don Belding has been made chairman of the plan board of the Los Angeles office of Lord & Thomas. He joined this agency in 1923 as assistant space buyer and has held various positions in the organization.

Joins Wisconsin Paper

Elmer C. Tryon, formerly with the Ironwood, Mich., *Globe*, has been appointed advertising manager of the Marinette, Wis., *Eagle-Star*.

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Fool Proof Folders

Automatic Tabulation Plan Assures Copy Writer That He Will Present Sales Points Logically and Effectively

By Don Gridley

MOST good salesmen in the flesh have—whether they know it or not—orderly minds. They have to have in order to deliver a sales talk logically and convincingly.

It is even more essential that the sales argument in print show the effect of an orderly mind because this argument is shorn of all the trappings of personality and persuasion with which the good salesman in the flesh sets off his orderly presentation effects.

Perhaps nowhere is the necessity for this orderliness more important than in the small folder of envelope-stuffer size. Here, there is comparatively little room for argument, particularly as the best folder is that which makes good use of illustrations.

There happens to be one—and only one—automatic way of assuring orderliness in the sales presentation in the folder and that is by the use of some form of tabulation. Frequently, the tabulation will not appear in the piece when it is printed, but if the orderliness is there it will be found, nine times out of ten, that whoever planned the copy first tabulated his information and then boiled it down.

As a rule, however, once the sales arguments have been set down point by point the writer of the copy will find that this, after all, is the best way to present them to a prospect. The result is that the writer of copy for folders can always be on the safe side if he presents his sales arguments some place in the folder in tabulated form.

The advantage of this is demonstrated nicely in a folder issued for the current winter season by Tropic-Aire, Inc. The cover shows an attractive picture of a woman driver. The second page gets down to the tabulated sales arguments.

At the top, beneath the headlines, is a picture of a Tropic-Aire Auto-

mobile Heater. On this picture various parts are numbered. Below is a table of eight points, each point numbered to correspond with a number on the heater. The arguments, themselves, are presented in telegraphic form as follows:

1. Radiator Shell—new modern design—die cast—tube-tone chromium finish.

2. Deflectors—patented biplane type—die cast—friction hinge prevents rattle.

3. Heater Core (Radiator) tube and fin type—pure copper with brass tanks—effective area 44 square inches.

This telegraphic tabulation allows the company to devote the rest of the book almost entirely to large pictures of various types of heaters with fifty and sixty word captions, describing them.

In a more elaborate folder, prepared by the Winchester Repeating Arms Company, two facing folds are taken up with copy headed, "When You Buy Shot Shells."

The copy reads:

The more successful the shooter, the more careful he is to *know* and *get* exactly the ammunition he wants. Buying Winchester Shot Shells assures you of getting these features, vital to successful shooting:

1. In all Winchester smokeless powder loads the primer is Staynless—the pioneer non-corrosive primer used in shot shells and absolutely non-rusting. Sure fire, with quick, long-sustained, intensely hot flash.

2. Base scientifically constructed to prevent gas leakage or distortion from firing pressures, and to protect the case against cut-off.

3. Strong, high quality, tough-paper case, thoroughly waterproofed and accurately crimped, medium hard and tight.

4. Highest quality modern smokeless powder, specially selected and scientifically loaded for extreme bal-

*The power that won millions
of friends for Charlie Chan*



... Made Arrow
America's
favorite shirt

CHARLIE CHAN was a superior detective. But not until he walked the pages of The Saturday Evening Post did all Americans come to know and quote and enjoy him.

The Arrow Collar man wore superior collars. But not until he wore them in The Saturday Evening Post did all Americans come to buy and recommend and depend on them.

For thirty-four years 64,000,000 the Cluett-Peabody Company's magazine advertising has appeared in The Saturday Evening Post. Post readers have seen and remembered, bought Arrow Collars and Arrow Shirts.

For the Post is an American institution. It is unique in its ability to make nationally known "characters" of the people in its pages—and to give national character to any worthy product or service in its advertising.

THE POWER THAT BRINGS NATIONAL REPUTATION
TO AUTHORS AND LIFE TO THEIR CHARACTERS IS
THE SAME POWER THAT GIVES NATIONAL REPUTATION
TO ADVERTISERS AND LIFE TO THEIR TRADE

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AND THE MAKERS OF ARROW SHIRTS SAY THIS:

"Arrow Collar advertising has appeared in The Saturday Evening Post ever since 1900.

"Our Arrow Collar man must be as familiar a figure to millions of Post readers as Mr. Tutt or Florian Slappey or Cappy Ricks or any of the many characters the Post has brought to life. And the Post readers have become equally familiar figures at the Arrow Collar counters.

"When several years ago we decided to attach shirts to Arrow Collars, we faced little of the grief a manufacturer of a new product usually goes through. For our market was waiting—we had but to announce Arrow Shirts to the friends of Charlie Chan, the friends of Andy Burnett, the friends of the Arrow Collar man in the pages of The Saturday Evening Post."

THE SATURDAY EVENING POST

"AN AMERICAN INSTITUTION"

listic efficiency—uniform, balanced loads.

5. Patented Seal-Tite wads; except in 28 and 410 gauges. See inside page of this pamphlet.

6. Shot of superior uniformity in hardness, shape and size—vital to excellence of pattern and penetration.

Although the rest of the folder is taken up with a description of the controlled shot string idea and with illustrations of various types of Winchester shells, the real sales arguments are all boiled down into the six points just quoted.

Even tacks can make use of the automatic tabulation idea as is shown by a four-page folder for Cross Sterilized Tacks. The last page of this folder is devoted entirely, except for a picture of the Cross package to the following tabulation:

CROSS TACKS ARE GUARANTEED

To have needle-sharp points.
To have accurately centered heads.
To be absolutely clean and 100% usable.
To be made from special domestic material.

In the same way the manufacturers of Nacto Cleaning Fluid put the tabulation idea in a four-page folder placing "Ten Points about Nacto" in two columns across the center spread between illustrations of two packages of the product.

The Floyd-Wells Company, manufacturer of Bengal Ranges, in a series of folders shows the effect of using tabulations without putting down the sales points in a table. A series of folders, prepared by the company, is excellent in the high-spotting of sales arguments. In each case, however, this high-spotting is done by means of pictures and telegraphic captions rather than by putting down the

sales arguments point by point.

For instance, on the center spread of one folder are nine illustrations. One of these is a two-color picture of a Bengal Range. All the others are small photographs of individual sales features.

Four of the illustrations, in two colors, show how the company's hi-low burners work for four types of heat. The other four illustrations show, in order, the broiler burner, the automatic flash lighter, the patented oven lighter, and the thermostat.

These pictures serve not only to liven up the text, but also to tell an interesting sales story to any person who, only partially interested, is not yet convinced of the value of reading the text.

Throughout the series the same idea is used again and again. There are variations in layout and occasionally one or two of the sales arguments may be left out of a single folder, but always they are spotlighted and used for the double purpose of adding life to the folder and creating interest in the text.

A folder for Hamilton Beach Vacuum Cleaners uses the tabulation idea with the interesting headline, "Compare These Specifications."

The compare idea not only suggests individual sales arguments for the product, but introduces the competitive idea in a wholly unobjectionable manner. Such a folder placed side by side with a folder from a competing company without the reinforcement of a tabulation would win out ninety-nine times out of a hundred.

To most experienced writers of direct-mail copy this boiling down of sales arguments is old stuff. A few, however, occasionally get away from the practice and it is a service to them to remind them of the importance—yes, the necessity—of the boiling-down tabulation process.

Hotel Appoints Reese

The Hotel Piccadilly, New York, has appointed Thomas H. Reese & Company, Inc., New York, to handle its advertising. Magazines, business papers, newspapers and radio will be used.

Gets Drug Account

The Jacobs Pharmacy Company, Atlanta, has appointed the United Advertising Companies, Inc., Chicago, to direct the advertising of its Dr. Fred Palmer line.

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Tough on Endorsers

New Code Commands They Practice What They Preach

OF course, much will depend upon how Federal authority defines such terms as "athlete" and "athletic goods." But an athletic-goods code signed last week by General Johnson promises interesting changes in the technique of certain advertisers, or, as alternatives, certain other changes in the personal habits and the incomes of certain personages.

Effective February 12, the code includes, among other provisions, two important stipulations.

One is that if a manufacturer hires a golfer to use the manufacturer's equipment, the manufacturer must pay the golfer not less than \$1,500 a year.

However, a manufacturer of tennis equipment can get a tennis shark for a minimum of \$1,000—a point on which Bill Tilden might offer some interesting and argumentative remarks.

The other significant stipulation

is that the noted athletes whose names are cited in the advertising of athletic goods must actually use those goods, or must have designed them.

Advertisers will see in the stipulation certain interesting possibilities. Thus, if General Johnson decides that an athlete's equipment may be construed to include cigarettes, then certain heroes of the court and links and diamond will be obliged to learn to smoke.

And if, after liquor advertising really gets under way, the General decides that a shipmaster who takes a chance and effects a rescue at sea really is a sportsman, then many a brave but teetotaling salt will land his human salvage safe and sound—and find himself confronted with an advertising contract under the terms of which, to earn, say, \$1,850, he'll have to endorse somebody's gin and take to drink.

Export Group to Meet

The annual meeting of the Export Managers Club of New York will be held at the Hotel Pennsylvania on March 13.

W. L. Bomer, Bristol-Myers Company, will be chairman of the morning session; H. A. Clark, E. I. du Pont de Nemours & Company, chairman of the afternoon session and C. W. Linscheid, president of the association, chairman of the evening banquet session.

Separate luncheons will be held by the textile, automotive, machinery and hardware, foreign credits and collections and drugs, chemicals and cosmetics groups.

Heads Neverring Sales

Albert Ross, formerly director of sales for the Clayton Magazines and *Modern Youth*, is now vice-president and sales manager for the Neverring Manufacturing Company, New York, needle cleanser.

Has Insurance Account

The Shenandoah Life Insurance Company, with home office in Roanoke, Va., has appointed Houck & Company, of that city, to handle its advertising.

Joins General Printing

E. A. Powers, Detroit printer for many years, has given up his private business to join the staff of the General Printing Company, Detroit.

Hearings Held on Agency Suit

Hearings are being held in New York on the suit brought by College Publishers' Representatives, Inc., against the R. J. Reynolds Tobacco Company, William Esty & Company, National Advertising Service, Inc., and Robert R. Robertson. The plaintiff claims abrogation of contract for a campaign of Camel advertising in college publications. The hearings now being held are pursuant to an order signed by Justice Collins, of the New York County Supreme Court, which allows plaintiff to examine the defendants upon the matters charged in the complaint.

Appoints Redfield-Coupe

The Delta File Works, Philadelphia, have appointed Redfield-Coupe, Inc., New York and Philadelphia, to direct their advertising. Business papers and direct mail will be used.

Woolnough to McKim

W. W. Woolnough, for many years sales manager of Brigdens, Ltd., Toronto, has joined A. McKim, Ltd., advertising agency of that city.

With Waldron Agency

Irving J. Henry has joined the L. H. Waldron Advertising Agency, New York, in charge of the radio division. He formerly was with Pratt & Florea.

"This Idea was so good . . .

. . . we later used it in other California cities . . . the reports are most flattering . . . we have only good words to say . . ."

That is the way one great national advertiser writes of a campaign in *two colors* originated, merchandised and published in the San Francisco Examiner and in the Los Angeles Examiner.

Another case of overwhelming sales-success . . . in *both Examiners* . . . is evidenced by the Borden letter, opposite. They "closed over 75% of these prospects."

That is what happens when a manufacturer takes full advantage of a *novel* advertising service, in two rich markets, by two powerful newspapers.

Any Boone Man will give full details.

LOS ANGELES EXAMINER AND

Basic Paper of the SOUTHERN California Market

One hundred fifty-nine cities and towns with distributing and jobbing capital is Los Angeles and whose Basic merchandising influence upon its 890,000 families is the LOS ANGELES EXAMINER.

NATIONALLY REPRESENTED BY DNEY

Borden's

ESTABLISHED 1857



San Francisco, Calif.,
December 22nd, 1933.

Rodney E. Boone Organization,
430 Chamber of Commerce Bldg.,
Los Angeles, California.

Gentlemen:

I want you to know how valuable your merchandising co-operation has proved in conjunction with our color campaign in the Examiner.

Your plan of sending out two of your own men with our two specialty men worked like a charm. Never have I seen a cheese survey like yours. By turning over to me—and the Simon Levi Company—almost three hundred high grade stores as prospects, your organization made it possible, through our joint efforts, to secure commitments from 59 per cent of them.

We actually closed over 75 per cent of these prospects. Need I say more of the effectiveness of the Examiner's co-operation?

Prudence Penny also deserves great praise for her splendid work. In fact we are all most happy over the results of the campaign and the way your organization followed through.

Very truly yours,

H. W. CORBETT,

BORDEN'S—CHEESE DIVISION,
SOUTHERN CALIFORNIA.

SAN FRANCISCO EXAMINER

Basic Paper of the
NORTHERN California Market

One hundred fifty-two cities and towns whose
contributing and jobbing capital is San Francisco
and whose Basic merchandising influence upon
725,000 families is the SAN FRANCISCO
EXAMINER.

RODNEY E. BOONE ORGANIZATION

The newsstand sales of the current February issue of Physical Culture show an increase of exactly 50% over the corresponding issue of a year ago. One more instance of how splendidly the new personal problem editorial theme of Physical Culture Magazine is clicking. More and more substantial families every month are accepting Physical Culture as their personal problem magazine.

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High Hats for Low Brows

In Which P. I. Readers Comment on Frank Finney's Attack on Commercial Value of Grand Opera and Symphonies

WHEN Frank Finney in his article, "Grand Opera, Symphonies and Cigarettes," in *PRINTERS' INK*, January 25, vigorously announced his belief that high-brow music was poor selling ammunition to waste on low-brow radio audiences he left himself wide open to reply. Out of the numerous comments concerning his article have been chosen four that reflect fairly the opinions of the readers of *PRINTERS' INK* who have read Mr. Finney's remarks with aversion and sympathy.

By Wm. D. Murphy

Advertising Manager, Sloan Valve Company

ONE of the hardest things to combat in advertising is personal opinion. No one can maintain an entirely neutral attitude where taste is concerned, but when advertising men are so frequently recipients of the devastating effects of the advertiser's personal likes and dislikes, it seems odd that a paid counselor should project his preferences as mass opinion.

Take this *non sequitur* as an example: "The Metropolitan Opera has been unable to pay expenses for a half century because the public doesn't like grand opera."

Well, last year the Chicago Stadium, seating 18,000, was jammed with an enthusiastic mob listening to grand opera at \$1.50 or less. The fact that "the public doesn't like grand opera" will not deter the promoters from repeating the experiment this year. At the more elite Chicago Opera a five-week season just closed with an estimated deficit of \$30,000 to \$40,000, whereas in former years the red ink flowed to the tune of from \$350,000 in the best season to \$1,100,000 in the worst. The prices this year were just half those of former years. If people don't buy, Mr. Finney, it may not be the product but the price. I am surprised that an advertising man has failed to notice that the "Bravos!" come from the gallery while boredom reigns in the boxes.

I suspect the statement that it is not safe to shoot copy higher than the mass intelligence, partly because no accurate index of such intelligence is available, but principally because it is more exasperating to be talked down to than to have your intelligence overrated. Copy writers must either produce simple, clear, intelligent selling statements or else write down to an imaginary sub-level and become correspondingly offensive.

Specifically, can grand opera or symphony programs sell cigarettes? I question whether Mr. Finney knows. My guess is that 15-cent cigarettes are the most popular because, midway between truly cheap brands and luxury brands, they have been given an aura of social acceptability. With the exception of a fear motive campaign to stout persons, how many "common people" have ever looked out at you from a cigarette advertisement? The model is always indubitably of the better sort, or, if an actual attest is used, he or she is most usually a person of distinction. Maybe the 15-cent cigarette makers have been wrong all these years. If so, they have certainly profited by their mistakes.

Finally, Mr. Finney, why bring in that sentence, "But when it comes to symphonies I feel like Mae West—'You have to be half-dead to write one of them'?" Does death take a holiday only in the lusty pleasures of the flesh? Yet

if it be true that these creators of beauty are half-dead, I can only murmur, "Oh death, where is thy sting?" Of course all this is beside the point, as was Mr. Finney's facetious remark.

By the way, however, do you

like the song "Going Home"? The masses seem to. Listen for it the next time Dvorak's New World Symphony is being broadcast. Until radio advertisers began sponsoring symphony programs the masses couldn't afford to hear it.

By Glen E. Shears

Copy Staff, Henri, Hurst & McDonald, Inc.

"**O**PERA and symphony appeal to only a few." No. This was definitely proved this last summer by the *Literary Digest* poll of readers on what was liked and what was not. Of the first five places, symphony and opera took places one and three, with the ambiguous listing of "classical music" in fifth place. Here's the order of tabulation as reported by PRINTERS' INK:

	Dis- like	Like
1 Symphony Orchestras	320	5458
2 Bands	122	4522
3 Operas	286	3490
4 Light Opera, operettas	22	1190
5 Classical Music	182	2606

High above the boxes in every opera house tower the balconies. Seats are cheap, and always filled. The advertisers with the millions to spend seldom mount the long stairs to reach the top balconies . . . but what a big number of customers there are up there! In my row every Saturday night are the houseman at a big apartment hotel, a quiet-mannered clerk from the basement of Marshall Field's, a delicatessen proprietor on the West side, and a motherly little

German woman who speaks but little English.

Of our group, all but one had heard the Aida broadcast last Saturday afternoon. Would they buy Luckies? Opinion differed. Those who liked Luckies would continue to smoke them. Those who didn't care for them wouldn't. But all agreed that Luckies were brought to their attention through the opera program more forcefully than from any other medium. Certainly the program was drawing enough listeners to insure a most fertile audience for its message.

And there lies the point. Opera and symphony won't sell anything. That's not their province. Their sole purpose on a commercial program is to create an audience for the advertiser's message. Paul Whiteman, Ed Wynn, Eddie Cantor and all the rest aren't hired because they can deliver a message that will sell merchandise. On the contrary—each one is there because he can draw an audience that is theoretically responsive to the advertiser's message as delivered by the announcer.

No, opera and symphony won't sell anything. *But for creating an audience—*

By Dorothy Barstow

Director of Radio, McCann-Erickson, Inc.

MR. FINNEY refers to opera as a non-paying business. The cost in money and time of training voices and musicians for the opera is so great that opera performers must receive high compensation. Hence the high cost of seats in a limited house like the Metropolitan. Might it not be that the financial

troubles of the opera are due to the inability of the masses of the people to pay those high prices, and not to their indifference to the entertainment offered?

I might even venture the suggestion that radio may prove to be the solution of the financial troubles of the symphonies and

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SIGNIFICANT figures of the retail display advertising carried by the Washington (D. C.) Newspapers for the year 1933 are given by Media Records.

Retail Display Advertising—1933

The Star 12,983,554 Lines

2nd Paper . 3,707,492

3rd Paper . 2,880,985

4th Paper . 2,784,947

5th Paper . 2,617,203 11,990,627 Lines

The Star printed 992,927 lines MORE retail display than the combined lineage of the four other Washington Newspapers.

Retail display advertising is a guide to a sound estimate of advertising values. The Star not only COVERS the Washington Market COMPLETELY with its overwhelming circulation but covers it INFLUENTIALLY because THE STAR—EVENING and SUNDAY—is the ACCEPTED HOME NEWSPAPER throughout the National Capital and the 25-mile trading area into Maryland and Virginia.

The Washington Star should be on your advertising schedule for 1934.

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. Lutz
Lake Michigan Bldg.



Better than

A Hundred[★] Isti

Better than

A Thousand Times



TIME

The Weekly Newsmagazine

★But have you seen "The First Hundred Investigations"? Send for it

Investigations

Testimonials

In 1933 **TIME** registered advertising gains in the wide variety of classifications listed below. What better tribute to the buying versatility of **TIME's** 450,000 families—to their importance as a market for almost any product.

Last year—

TIME gained 72 pages in Automotive Advertising

"	"	8	"	"	Books
"	"	3	"	"	Communications
"	"	30	"	"	Drugs & Toilet Goods
"	"	28	"	"	Foods and Beverages
"	"	8	"	"	Hotels
"	"	4	"	"	House Furnishings
"	"	7	"	"	Home Electrical Equipment
"	"	32	"	"	Insurance
"	"	3	"	"	Kitchen Supplies
"	"	12	"	"	Machinery & Belting
"	"	55	"	"	Magazines & Newspapers
"	"	2	"	"	Miscellaneous Services
"	"	10	"	"	Office Equipment
"	"	8	"	"	Radios
"	"	2	"	"	Smoking Materials
"	"	26	"	"	Travel
"	"	6	"	"	Wearing Apparel



THE PORTLAND MARKET IS
A CINCH AGAIN THIS YEAR, THERESE

—THE DAILY JOURNAL IS STILL CLICKING TO THE RULE OF THREE

No question about it, 1934 is another Journal year! There are still only 6 newspapers in the entire country, in cities of 300,000 or over, that fulfill the Rule of Three—and the daily Journal is one of that fortunate six.

RULE OF THREE

- 1 **Circulation Leadership**—The daily Journal has the largest circulation in the Pacific Northwest. It is the only daily in the Pacific Northwest with over 100,000 circulation.
- + **Advertising Leadership**—The daily Journal leads in retail lineage, general lineage, total paid lineage.
- + **Lowest Milling Rate**—The daily Journal has the lowest milling rate of any daily newspaper in the Pacific Northwest.

THE JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York Chicago Detroit San Francisco Los Angeles H. R. Ferriss, Seattle

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operas; the medium through which to make them into a mass production business by getting millions of people to pay pennies to hear the operas instead of thousands of people paying dollars for the same privilege.

It may even be that radio will add to the effectiveness of the operas and symphonies. Who knows but what people will better enjoy *hearing* heroic voices via the loud speaker than *seeing* heroic figures via the opera stage? Who knows but what they'll like symphony music better if they can lounge at home on their favorite sofas rather than sitting upright in those austere chairs at Carnegie Hall? Who knows but what the very power of repetition that radio, alone, affords will be the thing that can bring about keen appreciation of classical music by the masses.

If it were true, as Mr. Finney contends, that radio programs can be tried out to test their sales results on a small scale before they are put on the air in a big way, then there would be a Czar of All the Radios sitting on a throne in Radio City whose wealth and power would make Nicholas look like a panhandler.

Here and there we get a clear-cut set of conditions in which we *can* try out a program. But not very often—particularly for products widely sold and widely advertised in a dozen different mediums. Of course *talent* try-outs go on continuously in radio.

But we don't have to test out on the *public* those great writers and great singers and great actors and great composers on which it has already set the box office stamp of approval from which there is no appeal. We have only to *adjust* their performances to the peculiarities of the radio medium.

For notwithstanding Mr. Finney's bitter experience—he says "advertising is not a show to entertain the public"—radio is show business and nothing else but. And radio advertising is a show to entertain the public. The bigger the show, the better the audience, the wider the influence of the advertising message. And useful as are scientific analyses and consumer surveys and sales tests, and valuable as are experience and judgment, still in the end *the show is the thing*, and all is of no avail without that mysterious brand of genius called showmanship.

By L. D. Fernald

Vice-President, Earnshaw-Young, Inc.

WE ourselves did full-length grand opera for a client some years ago. It was marvelously successful—in performance, reception, prestige, newspaper praise, music-lovers' fan mail, etc. In everything except selling anywhere near enough goods to justify spending the money and calling it practical advertising.

From several disappointing experiences and from a lot of careful observation, we learned that classical music—which perhaps the public ought to like—doesn't attract and hold nearly so many people, and doesn't influence nearly so many sales, as programs which bring music or story or drama or romance or comedy which the public understands and instinctively does like.

Probably the most recent large expression of the radio-public's opinion was the November, 1933, popularity contest conducted in Los Angeles by a local radio magazine. Some 45,000 radio listeners sent in ballots. They marked first-choice for favorite radio stations, favorite singers, favorite programs—musical, dramatic, comedy, mystery, etc.—each in its own group.

In the orchestral group was listed the great Los Angeles Philharmonic, of which Southern California is inordinately proud.

But when they were caught unawares, and merely asked to vote for what they *liked best*, four and a half times as many radio-listeners voted for Raymond Paige; four times as many for Guy Lombardo;

two and a half times as many for Gus Arnheim, of the Cocoanut Grove; and more than twice as many for Phil Harris and Ben Bernie.

In fact, sad but true, the "popular" (i.e., what ordinary people understand and like to listen to) programs in other classifications appealed to lots more people than the classical Philharmonic.

I don't want to exaggerate, so I'll qualify the above statement: Fifty-two other radio programs—fifty-seven, including the "popular" orchestras—were liked better than the Philharmonic.

For example, there were seven-times as many like-best votes for "Chandu, the Magician"; thirteen times, for the great local "Hi-Jinks" revue; eight times, for "Myrt & Marge," "Watanabe and Archie" and Bing Crosby; six and one-half times, for "Amos 'n'

Andy"; four and one-half times, for Kate Smith; four times, for Gracie Allen, Ruth Etting, Donald Novis and "Eno Crime Club."

Even Jack Pearl, dropped in favor of grand opera, drew three and one-half times as many votes as the Los Angeles Symphony; while a grand opera hour, good enough to run weekly over three Los Angeles stations simultaneously, wasn't even listed among the visible also-rans.

Mr. Finney might have added—if he were so prolix as I am: In addition to the primary handicap of not getting your money's worth of audience to begin with, one very practical reason why classical programs can't do much besides "cultivate good-will" with those who do listen, is the tremendous restraint placed on commercial announcements when the program itself is so lofty.

Bureau of Advertising Sets Dinner Date

The annual dinner of the Bureau of Advertising, held in conjunction with the convention of the American Newspaper Publishers Association, takes place at the Waldorf-Astoria on April 26.

A committee to make arrangements for the dinner has been appointed by Edwin S. Friendly, business manager of the New York Sun, who is chairman of the committee in charge of the Bureau. John F. Rolfe, Hartford Times, is chairman.

Committee members include: Kenneth C. Hogate, Wall Street Journal; J. O. Adler, New York Times; Mrs. Ogden Reid, New York Herald Tribune; J. Noel Macy, Westchester County Publishers, Inc.; David B. Plum, Troy Record; William H. Reed, Taunton Gazette; H. V. Jenkins, Savannah News; W. F. Schmick, Baltimore Sun; E. H. Harris, Richmond Palladium; Marco Morrow, Topeka, Capital; C. A. Rowley, Ashtabula Star-Beacon; E. Lansing Ray, St. Louis Globe-Democrat; Frank S. Baker, Tacoma Tribune, and H. G. Brewer, Montreal, Star.

Los Angeles Bureau Re-Elects Humann

Henry Humann, partner in Graves, Banning & Company, has been elected to serve his third successive term as president of the Better Business Bureau of Los Angeles, Ltd. Edward H. Uhl, president, Southern California Music Company, is vice-president. Herman Nater, vice-president, Bank of America, treasurer and Robert J. Bauer, secretary and general manager.

Rochester Agency Appoints New York Manager

The New York office of Stewart, Hanford & Frohman, Inc., Rochester, N. Y., advertising agency, is now under the management of Brooke Farley, who, since 1925, has been in charge of this agency's special service office in New York, handling the associated dealer advertising of Stromberg-Carlson radios. His office will be at 10 East 40th Street.

The New York staff will be headed by O. G. Carpenter who has been with the agency for eleven years. Also included in the personnel of the office are Russell Askue and Hugh McGill, account executives, and Vernon Farrow, art director.

Drey Returns to Book Publishing

Walter Drey who, until he disposed of his interests some time ago, conducted the book publishing activities of the B. C. Forbes Book Publishing Company, has established his own book publishing business, with offices at 5 Prospect Place, New York. Two books are in production, "Freedom from Fear," by Dr. Richard Lynch, and "Bridge Fun—Verse and Worse," by Shepard Barclay.

Join Harvey, Inc.

John L. Morris, formerly vice-president and Edward H. Marker, formerly an account executive with the Griswold-Ehlerman Company, Cleveland, have joined Harvey, Inc., restaurant operator. They will be located in Chicago.

When Salesmen Change from Salary to Commission

This Reader Wants to Know How Other Sales Executives Have Solved the Problem

BLACKSTONE PRODUCTS Co.
NEW YORK

Editor of PRINTERS' INK:

I have read with a great degree of interest, the article by John F. Bush, of Puritan Soap Co., on the subject of "Commission or Salary to the Salesmen" and also the letter written by John M. Sweeney, of the Federated Sales Co., on the subject "Commission Men Work Harder."

Needless for me to say I have been delving into the sales problems with men when I changed the policy of our sales organization from a salary and expense to a liberal straight commission.

I have had a considerable amount of experience for nearly twenty years dealing with the problems of salesmen and I realize the handicaps we had with men on a straight salary and expense basis for a great many years. A certain percentage of the men are inclined to be content with an average sales quota and do not push too aggressively because they have no incentive. Whether or not their sales are above or below their quotas they realize that on a fixed date their salary and expense must come forward.

I then proceeded to change the entire sales organization, consisting of about eighty men, into a straight commission proposition and needless to say I had my hands full of unusual problems. This took place about three years ago.

Immediately I lost 50 per cent of the sales staff with the resulting fact that it necessitated my traveling into the territories with the assistants and district managers to resell some of the men on the idea of actually being in business for themselves without financial investments and enabling them to earn more money.

The particular handicap that I

faced during the early stages among the better type of men was that they were inclined to oversell in order to earn more commissions. This had to be eliminated to avoid having dissatisfied customers and going deeply into the question of commission salesmen we found a happy medium and on this basis we are now able to retain a better sales staff who are content and are working harder than ever before.

The solution to the problem that I have found is to give the salesmen a certain livable guarantee which represents a drawing account and in some instances a fixed salary account, plus a commission on the percentage of their sales.

This has been, up to the present time, the very best solution to the problem of getting salesmen more enthusiastic to make them want to work harder than before.

Frankly, I would like to agree with the Federated Sales Service that commission men will work harder. Still from the many experiences that we have had in different parts of the United States with salesmen who are in fact fine types of men but are financially embarrassed and unable to finance themselves for even a period longer than one week, I find that a strictly straight commission proposition hinders in the majority of instances the salesmen from working 100 per cent full force because of the fear they will not have enough funds to carry through.

Therefore, I contend that my solution to the problem is about the best we have experienced.

I would like to hear from others what solution they have to this problem of handling salesmen on a basis so that they can work harder and yet enable us to know what our selling costs are.

S. J. BLACKSTONE.



"Finest return per dollar in our advertising history" says KNOX GELATINE

Knox Gelatine received more than 116,000 coupons in 30 days—from a list of 100,000 names in The Comic Weekly, December 3, 1933. And on a food product that sells for a much higher price than its chief competitors!

But Knox Gelatine did more than just count coupons. They followed up those inquiries by mail and personal calls to see if the previous mailing by mail and personal brought in the product. They made special check-ups in The Comic Weekly mailboxes from coast to coast. They counted the same page in a file of women's magazines and in other leading weeklies.

As a result of this special check-up, here is their report to The Comic Weekly: "That is the finest return per dollar in our advertising history."

More evidence for advertisers of The Comic Weekly's exceptional value in getting attention for a real sales story.



FOR 40 YEARS

the Ketchikan

FOR 40 YEARS

the Katzenjammers now work for National Advertisers



In *The Comic Weekly*,... "Puck"... which is distributed with the 17 great Hearst Sunday newspapers, you meet Tillie the Toiler, Jiggs, Bush McNutt, Barney Google, Fido the Cat, Skipper, Pop-Eye, Tootie and Casper, Little Jimmy—yes, and those old favorites, the Katzenjammers!

With these tremendous features—and smaller strips by the same artists in addition—it is any wonder that more than five million families follow *The Comic Weekly* "Puck" religiously every week!

What an advertising opportunity full pages in *The Comic Weekly* offer!

GENTLEMEN, we present the world's most famous twins and oldest living comic strip characters—the Katzenjammer Kids! Who fails to recognize Hans and Fritz, whose impish pranks have entertained millions for 40 years? Most of today's grown-ups, fathers and mothers—grandfathers and grandmothers, too—who still enthusiastically follow the Katzenjammers, started the habit in early childhood.

The sufferings of the Captain and the Professor, the laziest connoisseurs of the oblivious Mama, and the inevitable rebuffs that descend upon the Kids themselves, belong to the oldest of all comic traditions. This is the kind of comedy the world has laughed at since the race began, will continue to laugh at as long as the race shall last.

The Katzenjammers go into more than 5 million homes every week where the 17 great Hearst Sunday newspapers regularly

bring *The Comic Weekly* to more than 15 million readers.

What an audience they send their pals in *The Comic Weekly* deliver to canny advertisers! No wonder the forty-odd business leaders who regularly use the pages of *The Comic Weekly* have got results seldom equaled by any medium, even in the most prosperous years. The cost of a back cover in *The Comic Weekly* is \$17,500; of inside pages, \$16,000. Circulation more than three of the leading national weekly magazines combined.

Plus incomparable readership, for a survey proves that 73% of all women and 68% of all men who read Sunday newspapers read the comics—and all the children, of course!

Doesn't it bear looking into? Investigation of an impressive mass of evidence will take only a few moments of your time. A call to COlumbus 5-2642 in New York, or Superior 6620 in Chicago, will bring this evidence right to your desk.

The Comic Weekly

Everybody reads the comics

939 Eighth Avenue, New York City

Palmolive Building, Chicago

Meet Miss Sten

THE task of preparing Anna Sten for her reception by the American public—a task known in the trade as the build-up—is said to have cost United Artists \$2,000,000.

Therein would lie a moral for advertisers, if it weren't for the fact that there comes immediately to mind another case history—that of Mae West—in which the build-up cost the producers practically nothing. As to build-up, Miss West was what might be called a natural; at any rate, she furnished her own.

However, the two cases, and particularly Miss Sten's, illustrate the technical advance of motion-picture advertising.

Miss West was home-grown, and, thanks to certain professional achievements that preceded her movie debut, not entirely unknown.

Miss Sten is an importation. Her producers have surrounded her with glamour, spiced with mystery. Yet the advertising with which she has been introduced to the movie-goers has been distinctive for its simplicity.



Incidentally, her introduction to the New York area alone is said to have involved an expenditure of \$40,000.

Join Metropolitan Agency

Peter J. McKenna and Frank X. Manning, formerly with the New York office of the Bedford Advertising Agency, Inc., have joined the Metropolitan Advertising Company, New York.

New Office for Fawn-Art

Fawn-Art Studios, of Cleveland and Detroit, have opened New York studios at 155 East 44th Street, under the direction of Charles E. Cooper, assisted by Arthur E. Roberts as sales contact.

Appoint Caldwell & Caldwell

Poultry Supply Dealer and Seed Merchant, Chicago, have appointed Caldwell & Caldwell, publishers' representatives, San Francisco, as their Pacific Coast advertising representatives.

New Account to Low

Buhs-Pence Products, Inc., New York, coatings and paint, has appointed the F. J. Low Company, Inc., of that city, to direct its advertising. Business papers will be used.

Heads Detroit Display Group

Bert S. Van Dorn, of Kern's Department Store, has been elected president of the Detroit Display Club. The Detroit group has voted to affiliate with the newly re-organized International Association of Display Men.

New Field for McFall

After seven years in the advertising department of the Salada Tea Company, Boston, John E. McFall has resigned to become advertising director of Thomas O'Brien & Sons, Medford, Mass., merchant tailors.

Death of George A. Dame

George A. Dame, for the last thirty-three years advertising manager of the Funk & Wagnalls Company, New York, died last Saturday at Jersey City, N. J. He was sixty-five years old.

Appoints Baltimore Agency

The Kohler Manufacturing Company, Baltimore, has appointed the Baltimore office of The Joseph Katz Company to direct its advertising account.

Last Call!

**THE LOWEST A-B-C
PAGE RATE PER
THOUSAND***

***Can Be Bought For
All of 1934!***

IT'S now or never—to take advantage of the most amazing bargain that advertisers to women have seen for years! Up until March 1, you can buy Fawcett Women's Group, guaranteed 1,300,000 net paid circulation, ABC, at the old rate.

This new guarantee and the old rate, mean that you can protect yourself all through 1934 at a rate of only \$1.30 per page per thousand!

And remember, you are getting this rate in the richest individual market in the world—the market of young, impressionable American women. Their earnings run into the billions; the sums they spend on themselves alone would keep many of America's hugest factories running night and day. Their family purchases, and the purchases they influence, come to billions more!

And most important of all—these girls and young women buy Fawcett Women's Group voluntarily. 96.13% of the circulation is bought on newsstands. No survey needed to ascertain if readers are buyers because less than 5% is subscription circulation. According to their own statements, these young women read few other magazines.

Act now! Make your acquaintance with Fawcett Women's Group while you can make the most of this phenomenal bargain! If you haven't heard our complete story yet, write for it and don't delay. Be sure you know this story, and are in for the rest of 1934—before March first.

**\$1.30 per page per thousand—the lowest rate to reach a million women or over.*

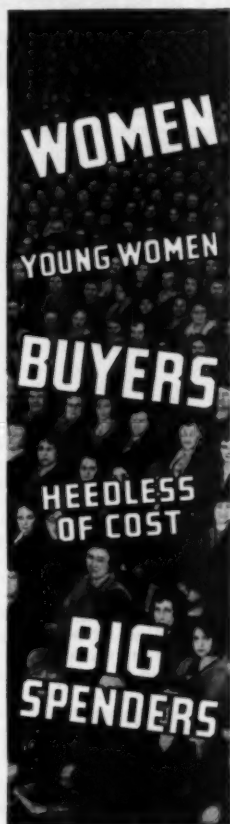
**THIS BARGAIN WILL NOT BE
OFFERED AGAIN... Act Now!**

**RESERVATIONS MUST
BE IN OUR OFFICE BY MARCH 1ST**

Fawcett Women's Group

FAWCETT PUBLICATIONS, INC.

MINNEAPOLIS NEW YORK SAN FRANCISCO CHICAGO LOS ANGELES



Why Consumer Buying by U. S. Edict Won't Work

MR. MCINTIRE approaches the subject of grade specifications for product buying from a new standpoint. He analyzes the type of mind that strives to standardize the public's wants. He takes it apart and finds therein a purpose of government by statistics that would remove incentive to compete and put articles of commerce on the same dull level of mediocrity. The address from which this article was extracted was delivered before the Advertising Club of New York.

By Allyn B. McIntire

Vice-President, Pepperell Manufacturing Company;
President, Association of National Advertisers

UNDER the New Deal, the consumer has become King. He has always been so to those of us who have sold him our wares, and now he is fast becoming so in Government, in a political sense. Through such bodies as the Consumers' Advisory Board of the NRA and Consumers' Council of the AAA, he is having a very definite voice in our businesses as they come under industry codes. A very definite voice—General Johnson's critics notwithstanding.

The National Industrial Recovery Act was passed to give industry, with the help of labor and the consumer, a chance to govern itself, to clean its own house. General Johnson stated only a short time ago in his address before the convention of the National Retail Dry Goods Association that the Administration believes that business *can* govern itself. In that I heartily concur.

The abuses which have crept into business are so well known that there is no need for me to point them out here. It was these abuses that brought us to our knees in 1929 and, I hope, to our senses in the lean years since those black October days. We had child labor: I am glad to see it ruled out through the NRA. We had sweatshops: I am glad to see that evil killed through the NRA. We had secret rebates, commercial bribery, and other iniquitous practices that

we knew were not only bad business but were socially unsound: I am glad to see them eliminated through the NRA.

A number of these unfair practices were in distribution. They made for waste. Unquestionably the consumer paid for that waste. You, as a consumer, and I, as a consumer, paid our share.

Hence there has been a lot of complaint from official Washington about the high cost of distribution. We have been told that much of this high cost is waste and should be eliminated. Fine! I am all for that. But at the same time, I do believe that care should be exercised in this cutting down of distribution costs lest we cut so deeply that we bleed to death. I am willing to cast the mote out of my eye but I am not willing to cast out the eye.

Part of this criticism of distribution is just and part of it is not. We here are interested in that phase of distribution called advertising. No phase of business has come in for such blasts from certain officials and from professional consumers as has this tool of selling. In fact, business has been somewhat disturbed as to just what attitude the Administration is going to take on the subject.

And here let me interject a perhaps irrelevant thought. What is the real motive of this criticism of advertising? Does Government wish

Pittsburgh Auto Show SMASHES ALL RECORDS in ATTENDANCE Since 1928!



PITTSBURGH motor car distributors look with great satisfaction upon the attendance record made as Pittsburgh welcomed the 1934 automobile. . . . Attendance exceeded the *1932 Show by 14% . . . and *no special inducements were needed to spur attendance!* (In 1932 a car a day was given away, plus music and theatrical entertainments.)

This gives further reason for optimistic prediction of continued increases in New Car Sales in the Pittsburgh district that will further intrench its position up front among the leading Automotive markets of the world.

In this great market the Pittsburgh Evening and Sunday Sun-Telegraph offer national advertisers opportunities to **SELL** their products to practically half the evening newspaper reading audience and the *overwhelming majority* of the Sunday newspaper reading audience!

*Comparison is made with 1932 because while attendance this year was up 193% over 1932 it does not present a fair picture as the 1932 Show was held in a downtown hotel that did not offer facilities to handle large crowds.

The Pittsburgh Sun-Telegraph

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

to see it eliminated entirely? Through such measures as the Tugwell Bill, the Huddleston Bill, and through statements made from time to time by Government officials one is led to believe that such is the case. We have in high places certain officials who, if we are to judge by their writings, are distinctly inimical to advertising. I should like to see open policies openly arrived at. Let us have more frankness from Washington as to what is the motive behind these moves to force certain provisions in codes. If the Administration is against advertising, then let us know it. After all, we should be entitled to that.

Another Phase of This Attitude

A fit companion, it seems to me, to these attacks on advertising is this rising tide of setting up buying standards for the citizens of this country—for you and me, if you please.

In order to understand the type of mind that is behind all these efforts to legislate consumer's wants by edict, it is necessary to know what the prevailing "philosophy" of thought has been which makes these individuals as adamant in their support of their views as they accuse many manufacturers of being who oppose them. If we can understand what kind of minds think in terms of exact formulæ, then we know how best to meet them on their own ground.

It is true that the motives behind their views are a reflection of a kind of social thought which has long been latent but which is fast becoming the *modus operandi*. They are not out of step with many of the changes in our national life during the last nine months. On the contrary they are a direct outgrowth of the social ideas which are inherent in our bloodless revolution.

Perhaps we can get the clearest idea of what this new "philosophy" is by understanding that it is based upon the precepts of rationalism. This isn't nearly as bad or as hard as it sounds. A good rationalist accepts nothing for granted. He is

never satisfied with an opinion. He wants to know facts and to act only upon a strict interpretation of those facts. He is as illiberal to those who don't agree with him as he accuses those who disagree with him of being illiberal.

Most all of us wouldn't disagree with the purpose of the rationalist, because we all want to use, so far as possible, nothing but facts for the basis of our actions, and nothing but true facts at that. But the rationalist goes a great deal farther than that. He wants statistics to govern human actions, to be the immediate and permanent guide to human wants, likes and dislikes. And because he lets his fervor for facts go to this extreme, he completely overlooks the fact that very few people are equipped to be subservient to purely material factors. People want to make up their own minds, or at least to think that they make up their own minds, and anyone who tries to take this privilege away from them is heading for trouble.

To translate the ideas of our rationalists into every-day terms, we note that they would merely have every person in the country purchase all their wants according to technical specifications. But, unfortunately for the individuals expressing this attitude, people don't purchase, or act, or think in terms of figures. They do purchase, or think, or act in terms of what they like. And what they like is conditioned by a thousand different things which no consumer's board could ever touch upon, and which it seems to be totally uninterested in.

Consumer Is Interested in More Than "Use"

A further investigation into what impels these individuals to believe that people must have specifications in order to satisfy themselves, could not overlook the fact that the rationalist believes that the only reason a persons buys any article is to use it. And by "use" they mean the immediate or extended utility value which this article will give up in shortening labor, in saving money, in making

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a person get greater value for his money. Now this is an admirable contention, but it is only one-half the story. For the consumer is interested in a great deal more than the material use which he or she may get out of an article.

When a woman buys a pair of stockings she is, of course, greatly concerned with the wear which they will give. At the same time, she is also tremendously interested in how those stockings look with her suede shoes, what her husband thinks of them, and how she thinks they wash. She may not know what the exact laboratory report on these stockings may be, but she does have a definite personal opinion as to whether the color is right, whether they come out of the wash with the sheen or dullness she likes, and whether they have the kind of knit which appeals to her. Now, in spite of the stockings being of relatively mediocre quality as far as their construction would be revealed by tests which the Government might make upon them, they have, in spite of these shortcomings, given this woman exactly what she wants. We may even go so far as to say that they have done the primary thing she is interested in, by making her legs more alluring to those whom she might aim to attract.

The "Pleasure" Aspect of Buying

There is one extremely important fact to be considered by all those individuals who would reduce the retail trade of this country to purchasing by edict. This is the fact that the process of purchasing an article by the consumer is both a physical and metaphysical process. The woman, or man, who goes to the store with money in his or her pockets, has an urge to spend this money for something which he or she may heartily desire. The minds of these people are attended, at the time of purchasing, by a delight in spending money and getting something in return for it which must be classed as a pleasure.

Anyone who has had any money to spend will admit immediately that it is a pleasure to get it exchanged for goods which will re-

turn some kind of satisfaction. This is the metaphysical division of the purchasing function. It is best described as the "buying motive" and it is without doubt the greatest stimulus in the country to the sale of billions of dollars' worth of goods in the retail store. This metaphysical function is in reality a trading instinct which has always existed in the public mind, and which has grown with the greater availability of goods. It is an instinct which can be classed as "acquisitive" and for that reason it must be recognized as being extremely powerful. But in spite of this, it is not a function or instinct which has its outlet in the mere knowledge that the goods it gains are going to be a few degrees better in utility value, for utility value in the purchasing function is but one-half of the consumer's state of mind.

Will Destroy the Soul of the Retail Business

It is entirely probable that as a result of the efforts to make retail customers purchase upon specifications alone, if they are encouraged to adopt a thoroughly defensive attitude toward all purchases, their metaphysical joy in making purchases will receive a tremendous set-back. They will become so extremely suspicious of the possibilities of being defrauded they will adopt the attitude of not being interested in making purchases unless absolutely essential. This will remove from the retail field that impetus to buying which is the soul of the retail business, for it will eliminate any metaphysical function in the consumer's buying mind.

The results of an attitude of this sort practiced by the 125,000,000 consumers in the country cannot be accurately gauged. We have, however, many individual retail experiences which prove that selling by specifications will not increase sales over the retail counter, even though the proponents of specification buying may report one or two instances where the opposite is true. If the mental state of the buying public is to be impeded, if

THE APPETITE OF A SHADOW KEEPS THE MARKET-BASKET FULL



DO YOU KNOW what a woman who is lunching or dining alone prepares in the way of food? Practically nothing. For whom, then, is the load of fancy groceries? Who is it that craves rare cheeses, exotic condiments, soups, the delicacies of all nations, tomato juice, baked beans, beer and ginger ale, good coffee?

The shadow, of course. The shadow of the husband. The woman buys, but the shadow pays — and eats.

How reasonable—how obviously sensible—to place food advertising where men as well as women will see it.

Advertisers who wish to do a complete job of selling both men and women at the same time are turning to Redbook's 650,000 families.

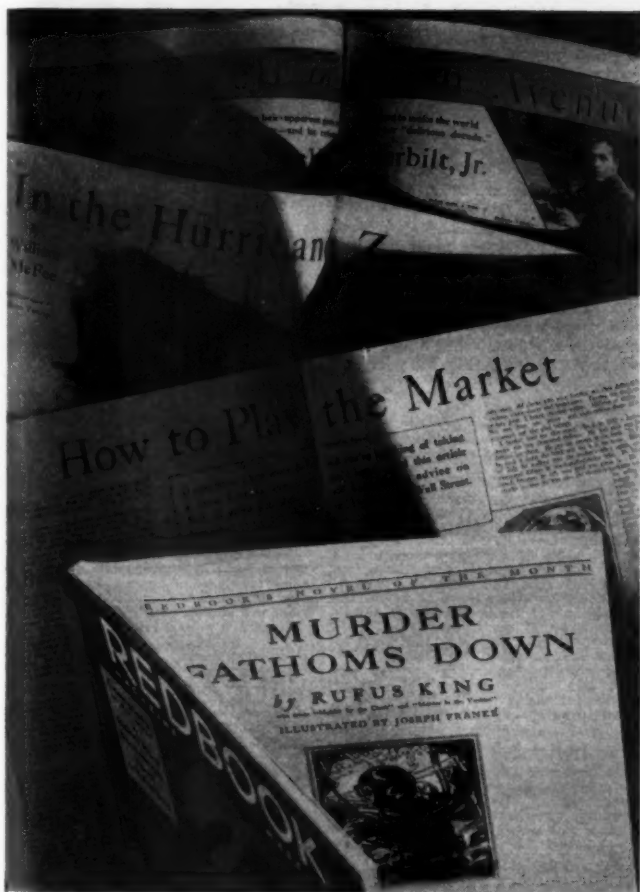
Unique about Redbook is its powerful appeal to both men and women, from front cover right through to the full-length novel in the back. Each thousand copies of Redbook are read by 1480 women and 1420 men. Both men and women like Redbook's swift-moving drama, its romance, mystery, humor. And every month Redbook prints a full-length novel, complete, in addition to the regular stories, articles and features.

Tell your story in Redbook, where it stays on the living-room table *months*, not weeks or days. And tell it in Redbook, where one advertisement reaches husband and wife for less than other magazines charge to reach one sex alone.

Sell the family and you sell all. Redbook Magazine, 230 Park Ave., New York City.

THE SHADOW OF A MAN STANDS

BEHI



WHAT'S IN
The new
REDBOOK
 FOR MARCH?

Anyone who missed Dashiell Hammett's "The Thin Man" in the December Redbook has a consolation prize coming in the March Redbook, out February 5th . . . it's Rufus King's "MURDER FATHOMS DOWN" 50,000 words of mystery at sea. That's in addition to LOUIS JOSEPH VANCE, GRAND DUKE ALEXANDER, WILLIAM MCFEE, OCTAVUS ROY COHEN, CORNELIUS VANDERBILT, JR., JOHN T. FLYNN, BRUCE BARTON, OGDEN NASH, ELY CULBERTSON, plus lots more stories, articles, pictures, and features. It's time you discovered the new REDBOOK . . . twenty-five cents at your newsstand.

BEHIND EVERY WOMAN WHO BUYS

it is to be led to think that it can purchase only when it is supposed to know only the facts about the goods on sale, when in but a few instances can it know these facts, then the flow of goods out of retail stores will be greatly impeded, and the effects of any of the measures now being considered will be defeated by their own weapons.

The consumer is King, as I have said. Yet who knows what the consumer wants? Remember it should be the job of the Government in regulating industry to give the consumers what they want, and not what three or four men think they want. When it comes to a question

of knowing what the consumer wants, it is my firm belief that an advertiser or a group of advertising men have a far greater knowledge of the subject than politicians or professional theorists. For years we have spent large sums of money on that very question. If a product is not up to standard, if it does not meet a consumer demand, it will quickly pass out of existence, and I don't care how much money is spent in advertising. Our very lifeblood has depended on giving the consumer what he wants. This fact is hardly new to us, as is proved by the hundreds of thousands of dollars spent by private capital to get the facts.



Now Editor Knox

The title of editor, in addition to that of publisher of the Chicago *Daily News* has been assumed by Colonel Frank Knox who, in addition to being head of the *News*, is also owner of the *Manchester, N. H., Union and Leader*.

Colonel Knox takes over his new title following the retirement of Charles H. Dennis, who has been a member of the *News* staff for fifty years and its editor since 1925. Mr. Dennis, it is expected, will devote much of his time to writing a biography of the late Victor F. Lawson, founder of the *News*. He will continue to be associated with the *News* in an advisory capacity.

Paul Scott Mowrer, Paris correspondent and for years head of foreign service for the *News*, becomes associate editor in charge of the editorial page.

Indict Agency Agent

An indictment was recently handed down by the Federal Grand Jury, New York, against Harry H. Levey, who formerly conducted an advertising agency in that city. He is charged with having used the mails to defraud the *New York Herald Tribune*, *World-Telegram* and *Times* by making an allegedly false and fraudulent financial statement to the American Newspaper Publishers Association on which it is alleged he procured substantial credit. An involuntary petition in bankruptcy was filed against him in February, 1932.

Appoints Baltimore Agency

The advertising account of Liberty Distillers, Inc., Baltimore, has been placed with I. A. Goldman & Company, of that city. Newspapers, magazines and business papers will be used.

Represents Delaware Paper

George T. Hopewell, publishers' representative, New York, has been appointed to represent the Wilmington, Del., *Sunday Star*.

Cigarette Statistics

Close to three times as many roll-your-own cigarettes were consumed in the United States during the fiscal year ended June 30, 1933 as were smoked in the corresponding period two years previously. In number the 1933 consumption totaled between 40,000,000,000 and 55,000,000,000.

These figures are obtained by an analysis of Government tax receipts on sales of cigarette papers, together with sales of non-taxable packages, which are smaller in number of sheets. The sale of non-taxable packages jumped from 211,000,000 in 1931, when there began a growing custom of distributing these free with purchases of tobacco, to 1,261,276,051 in 1932 and to close to 2,000,000,000 in the fiscal year for 1933.

In the latter year, consumption of machine-made cigarettes totaled about 109,000,000,000.

Doubles as Peace Justice

Frank Goldberg, governing director of The Goldberg Advertising Agency, Ltd., Sydney, Australia, now holds the distinction of being a Justice of the Peace in two countries. A Justice of the Peace in New Zealand for more than ten years he has, in addition, been appointed Commissioner of the Peace for New South Wales.

P. B. Adams Joins Reese

Paul B. Adams has joined Thomas H. Reese & Company, Inc., New York agency, as chief of copy testing. He formerly was special promotion editor of the *New York Evening Journal* and, for a number of years, copy chief of the Wylie B. Jones Agency.

Advanced by Wilson-Western

Harry West, who has been in charge of professional activities for the Wilson-Western Sporting Goods Company, has been appointed assistant general sales manager.

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P. O. Order 4755 and Its Effect on Dealer's Advertising

It Should Eliminate from Competition Much Trash and Cheap Printed Matter

THE ARMSTRONG RUBBER CO., INC.
WEST HAVEN, CONN.

Editor of PRINTERS' INK:

We would like to get your opinion as to the exact interpretation of Postmaster-General Farley's recent order instructing postmen to pick up all mailable matter left in mail boxes or other receptacles. We are wondering whether this order will put a definite ban on the use of advertising handbills?

We have approximately 2,500 independent dealers selling our products. The retail tire business is probably the most competitive in the retail field. The independent tire merchant faces the most ruthless type of competition from mail-order houses and chain oil stations selling low-priced special brand tires. The tendency in the last few years has been the elimination of the independent merchant from the retail tire field. You can well understand the seriousness of the situation when you consider the fact that 26,000 independent tire merchants have been driven out of the retail tire field in the last five years.

One of the prime contributing factors working against the independent tire merchant has been his inability to advertise effectively. We do not intend that any of our dealers lose their means of livelihood, and we have laid careful plans for our dealer organization that would give every type of dealer we have, large or small, some sort of advertising.

For our larger dealers located in cities and towns served by newspapers, we have planned for them newspaper advertising, singly if they are large, and co-operative with other dealers in their community if they are too small to take advantage of their local newspaper circulation.

Laying our groundwork on newspaper advertising, we found that approximately 80 per cent of our deal-

ers were located in neighborhoods of larger cities or in small communities which are not served by a newspaper. For these dealers the only logical and effective advertising seemed to us to be advertising handbills with their imprint.

This plan was greeted with enthusiasm by our dealer organization, but now we are wondering if we are going to run into a snag with Postmaster-General Farley's order.

C. R. MOREY,

Advertising Manager.

AS we understand Order No. 4755, signed by Postmaster-General Farley on January 2, 1934, private mail receptacles are not to be used for depositing mailable matter that is unmailed. This applies to advertising literature of any description, statements, sales bills and circulars.

Postmen have the authority to remove from letter boxes and mail receptacles all mailable matter which has been delivered by means other than the United States mails and to carry such matter to their Post Office, to be held for postage.

This new order has received the approval of the directors of the Advertising Distributors of America at Chicago recently. This organization is made up of firms that specialize in distributing advertising literature direct to homes through crews of men and women.

The distributors do not in one respect like to be barred from the mail boxes because certain types of advertising materials are especially adapted to that type of delivery. However, it was felt that the large quantity of miscellaneous ill-conceived matter which has been more or less unceremoniously crowded in the boxes, has depreciated the value of properly designed and delivered circulars.

Accordingly, it is the association's position that any disadvantage in

**Again Philadelphia's Great Home Market
Receives Impressive Recognition—**

**In 1933, as in 1932,
THE
PHILADELPHIA
BULLETIN**

**carried more National Advertising
than any other six-day
newspaper in America—**

Each month, for twenty-four consecutive months, The Philadelphia Bulletin has led all six-day newspapers in America in National Advertising lineage. (The Bulletin prints no Sunday edition.)

A total of 1468 advertisers and 316 advertising agencies have thus registered their convictions on the sales importance of Philadelphia's *Home Market*.

Philadelphia has more single family dwellings than any other market. 70,000 more than New York City. 155,000 more than Chicago. (U. S. Census, 1930). And The Bulletin reaches nearly every home at one of the lowest advertising

Feb.

"In A

TH

NEW YORK
BOSTON
© 1934,



costs among all newspapers in America.

504,822 net paid daily average for 1933. Two and one-half times the circulation of any other Philadelphia evening newspaper, more than any Sunday newspaper, more than all morning newspapers combined.

Does your 1934 budget give Philadelphia the place it merits, based upon its dominance as a home center, and upon the economy and effectiveness of The Bulletin's coverage?

"In Philadelphia Nearly Everybody Reads The Bulletin"

THE EVENING BULLETIN

ROBERT McLEAN, President

WM. L. McLEAN, Jr., Vice-President & Treasurer

PHILADELPHIA

NEW YORK 247 PARK AVE.
BOSTON 755 BOYLSTON ST.

© 1934, Bulletin Co.

CHICAGO 333 N. MICHIGAN AVE.
DETROIT 321 LAFAYETTE BLVD.

SAN FRANCISCO 5 THIRD ST.

the new ruling will be offset by the benefits accruing from the discouragement of "riff-raff" circulars. It is also believed that more serious attention on the part of advertisers to create the right kind of material will result.

* Advertising circulars, however, can be delivered into the home. Instead of just cramming circulars

and other pieces of literature into mail boxes, they can be delivered personally to consumers. If an advertiser is preparing such literature for his retailers and if such literature is carefully designed and planned, the dealer can afford to spend just a little more to make sure that that literature gets into the hands of the proper person.

P. I. and Tugwell

THE PROCTER & COLLIER CO.

CINCINNATI

Editor of PRINTERS' INK:

I want to express my appreciation of the fine work which has been done by PRINTERS' INK in helping all interested parties to secure the proper perspective toward the Tugwell Bill, and the results that have been accomplished.

If your efforts had done nothing more than induce many to read it, who would not have done so otherwise, that alone would have been

worth while. For I do not see how any person could read it and still be favorable to it.

Your presentation of both sides and the soundness of your own convictions have helped materially to crystallize opinion in the right places.

I also feel that your attitude toward the Consumers' Research and such ventures as the Goodwin Plan is accomplishing much good.

HARRY L. ADAMS,
Vice-President.

Appoint Simons-Michelson

The Detrola Radio Corporation, Detroit, radios for automobiles, airplanes, etc., has appointed the Simons-Michelson Company, Detroit, to handle its advertising. Business papers and direct mail will be used. The Great Lakes Import Company, liquor, has also appointed this agency to handle its account. Newspapers in the larger cities of Michigan, Indiana and Ohio will be used.

Set-Back for Sales Tax

In a surprise action recently the upper house of the Mississippi legislature refused to vote re-enactment of Mississippi's 2 per cent sales tax. Senator John Kyle, chairman of the finance committee, served notice he would ask for a reconsideration.

Joins Brown Agency

Royal Dickinson, for many years an executive of Blanchard Press, Inc., New York, is now with the Brown Advertising Agency, Inc., of that city, in charge of national advertising.

Toronto Board Elects Gibbons

J. J. Gibbons, president of J. J. Gibbons, Ltd., Canadian advertising agency, has been elected honorary treasurer of the Board of Trade of the City of Toronto.

Paul Christian Forms Business

Paul Christian has organized The Christian Company, a selling organization, with offices at 421 American Bank Building, Richmond, Va. He formerly was head of the merchandising department of N. W. Ayer & Son, Inc., and later vice-president of the Chatham & Phenix Allied Corporation. Associated with him is Robert S. Christian, Jr., former vice-president and treasurer of the Virginia Baking Company.

Willison Heads N.V.G.I.

T. Blair Willison, executive vice-president of the Clover Farm Stores Corporation, Cleveland, has been chosen president of the National Voluntary Groups Institute. Gerard M. Ungaro, vice-president of Independent Grocers' Alliance, is secretary-treasurer.

Directs Reo Truck Sales

A. L. Struble has been appointed sales manager of the truck division of the Reo Motor Car Company, Lansing, Mich., succeeding Carl Parker, resigned. Mr. Struble has been with Reo for three years.

With Calgary "Herald"

H. H. Newcombe, who has been in charge of the Toronto office of the Southam Newspapers since 1930, has been appointed advertising manager of the Calgary, Alb., *Herald*.

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Not-too-Friendly Letters

Some of Them Don't Have to Say: "Come Up and See Me Sometime!"—
They Fairly Breathe It

By Frank H. Meeks

MY stenographer and I are two of the most friendly people in the United States. How do we know? Well, recently we decided we would like to see some of the sales promotion literature put out by advertisers. We started filling in coupons and wrote numerous letters of inquiry. Only this morning I received several letters with the salutation "Dear Friend." One started out with "Dear Neighbor" . . . my stenographer doesn't like to be called the perfunctory "Dear Madam" any more than Mae West does.

We would dismiss the salutations if the letters carried an evidence of sincerity and followed along in a friendly vein. Some letter writers make you feel that they are trying to be clever by smearing their letters with semi-facetious phrases—and pronouns—and who likes glib, polished phrases unless they ring true?

The opening paragraphs of a letter like the following do not make me feel any too chummy toward a local dealer; particularly since the letter has all the earmarks of being prepared by the manufacturer.

Dear Neighbor:

You've heard, of course, that old joke about the mountaineer who was asked why he didn't fix the leak in his cabin roof. He said that when it rained he couldn't fix it, and when it wasn't raining he didn't need to.

It looks like a lot of us were that way about our heating systems. We can't very well have them fixed in the winter—and in the summer and fall we let it slide, forgetting how we shivered last winter, and how we will suffer next winter, if nothing is done.

It's just a shame to let this repair work go. It means discomfort, possible increased sickness, wasted fuel. It means that you and your family will shiver through another winter,

instead of living snugly in a comfortable, well-heated home.

Opening paragraphs like the above always make me feel that I'm getting the well-known "sleigh ride." How much better and more sincere is a letter like the following. The salutation "To Music Lovers" is perhaps quite broad, but it certainly ties up the letter with its purpose—which may or may not be good psychology, but it does ring true:

To Music Lovers:

We want to extend to you a definite invitation to call at our store and listen to a very wonderful new radio Voice. We promise you a musical experience that will linger in your memory for a long time.

The music we want you to hear is from the remarkable new Sparton Equasone instruments. Everybody who has heard them pronounce them to be the nearest thing to actual hearing of the entertainers in person that radio science has yet achieved. There is a wonderful "something" in their music that seems to bring the artists right before you. You are almost conscious of their actual presence. This remarkable feeling of intimacy is what is meant by Face-to-face Realism in the new Spartons.

You need not hesitate about calling even if you only come to listen. It gives us great pleasure to demonstrate these new instruments to everybody who appreciates really good music. You will be surprised at the wide price range in these beautiful Sparton models. May we expect you soon?

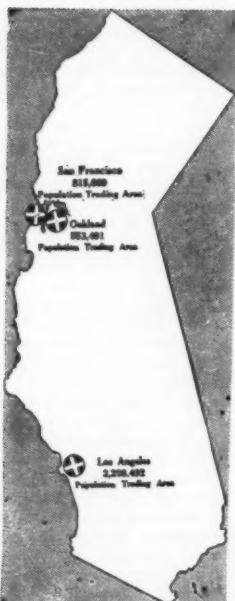
Very truly yours,

The more I study sales letters and talk to people who are on several mailing lists, the more I come to the conclusion that the recipients of the letters often know a great

The California Market is

3

67% of all Retail Sales
for California
originate in 3 markets



Los Angeles

The largest city west of Chicago and the fifth largest in the Nation. Los Angeles has 38.9% of the population of all of California within its City and Suburban area.

Of the Total Retail Sales of the State It Contributes **40.1%**

San Francisco

The second largest city in the West, and one of the richest, per capita, markets in the world. A liberal city where advertising brings tremendous results and where business is good.

Market's Percentage of Retail Sales of Entire State **17.8%**

Oakland

The Pacific Coast's Third Largest Market. A city with 553,491 people in its immediate trading area—a city of homes and prosperity unexcelled by any other western city of its size.

Market's Percentage of Retail Sales of Entire State **9.1%**

Total - 67%

of all the retail sales of the entire State of California originates within the trading areas of these three markets. The remaining 33% is widely scattered over the rest of the State.

****California is an
All Year Market!***

California - the Th

NEW YORK
LOS AN

3 *highly concentrated* Major Markets

*National Newspaper Advertisers
can adequately cover these three
great markets by using—*

in Los Angeles

The Evening Herald and Express

The largest daily newspaper in the entire West—both in Circulation and in Advertising. Reaching six out of every ten English reading families in the city area, and with 95% of its great circulation of 263,563 concentrated in Los Angeles and Suburbs.

in San Francisco

The Call-Bulletin

San Francisco's leading evening newspaper, reaching 65% of all English reading families in the City and with its circulation concentrated 93% in San Francisco and Suburbs.

in Oakland

The Post-Enquirer

Reaches 42% of the English reading families in Greater Oakland and concentrates 96% of its circulation in the city and suburban zone. Complete coverage of this important independent market is only possible when the Post-Enquirer is included in your advertising program.

These three great evening newspapers, with a combined circulation of 436,162 copies Daily, offer a particularly intensive coverage of THE THREE POINT MARKET—without waste, without duplication, and at a very low cost.

NATIONAL REPRESENTATIVES
PAUL BLOCK AND ASSOCIATES

NEW YORK

LOS ANGELES

CHICAGO

PHILADELPHIA

DETROIT

SAN FRANCISCO

BOSTON

ne Three Point Market

deal more about sales resistance than do the people who write them. The formulas for writing advertisements and circular letters are altogether too prevalent. They have the same flavor as Mother So-and-So's Pies, turned out of the "pie-factory" by the thousands.

I don't believe I've ever read any rules advising to start a form letter out with "Hello, there," but after being "Dear Friend" so many hundreds of times it certainly is a treat for me to find somebody with the audacity to break another convention. Here it is:

Hello, there:

Here we are again—and it doesn't seem any time at all since we wrote that last letter. Such nice replies you sent us, too—the mailman's bag was packed with big moments! We're so glad you liked the new fish dishes, glad so many of you told us they were just what you needed for Lent—and doubly glad you want more.

Here they are, then—gay new spring and summer dishes for your Class Room and Home Recipe Column. For summer's on the way. It won't be long now before roses race the hollyhocks up the picket fences, the summer folk dust off their gay beach umbrellas, and artists' smocks mingle with the oilskins of the fishermen hard by Gloucester wharves.

We'll be thinking of you when the boats go out—and packing for you the finest, richest of their summer catch. And we hope you'll be sure to drop us a line when something reminds you of fish!

By the way—how do you use our recipes—in your classes, in newspaper columns, in magazine articles? It isn't important—but we'd count it a favor if you'd think of telling us when you find a place for fish fixin's and fancies from Gloucester!

Have a merry summer,

Ann Sargent.

Joins A.N.A.

The Wheeling Steel Corporation, Wheeling, W. Va., has been elected to membership in the Association of National Advertisers, Inc., with J. L. Grimes, general advertising manager, as company representative.

If you must use the salutation "Dear Friend" tie it up like this—another of the Gorton-Pew Fisheries Company letters shows what I mean:

Dear Friends
of the Sea:

The gray winter waves are roaring in and the winds are howling high—and here we are snug and dry in our kitchen by the sea concocting new dishes for you. For the season of Lent is hard at hand—and Lent is the time when all good fisherfolk rush to the aid of their countrymen. Borrowing a leaf from their salt-sprayed book, we're off to you today—and off with a fleet of new fish dishes for your Lenten lunches, dinner, suppers—with things to make your guests glad they dropped in of an evening!

Try them, won't you? Find out for yourself that they're easy to make, good to eat—taste again the delicate flavor of all the treasures Gorton fishermen haul from the sea for you.

Joy be with you—we're off to eat a crispy-golden codfish waffle for our very own delight.

Ann Sargent.

Afterthought: Do write us how you like these new recipes. And be sure to add an extra line if you want a column—or a page—of fish fixin's straight from the side of the sea—or extra copies of our (may we say with modesty?) much-praised cookbook, "Delicious Fish Dishes."

Again Ann!

So many letters are dead and stodgy that it's a treat to read one foaming up with the spirit of life—do you agree?

While wading through a mass of letters for examples to use in this article I was more convinced than ever that the spark of every letter is the personality behind it.

With Lincoln Engineering

J. M. Handley has joined the staff of the Lincoln Engineering Company, St. Louis, as advertising and sales promotion manager. He was formerly with Lord & Thomas and Erwin, Wasey & Company.

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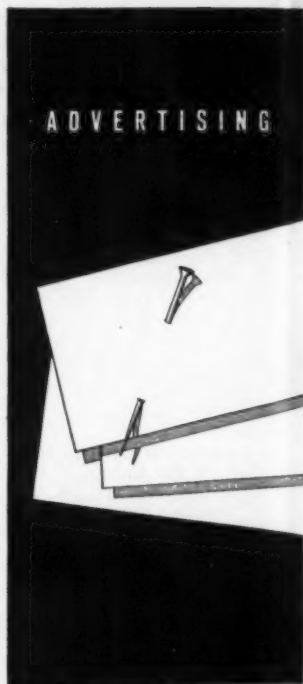
the plant might be reproduced, the breeder lost all control of his discovery. Under the act, the originator will have control of his discovery during a period of seventeen years, the same term as for industrial patents. If the new variety is successful, the breeder or discoverer can expect an adequate financial reward.

In other words, the nurseryman, knowing that his product cannot be taken from him, can invest his funds in advertising to the consumer and merchandise his product through the local nurserymen, florists, seedsmen and other retail channels he has developed.

Last year Jackson & Perkins made their first effort toward creating consumer demand. The initial advertising featured the "Blaze" rose, an everblooming scarlet climber, and although the bank moratorium came right in the midst of the spring plant season, they sold considerably over 100,000 "Blaze" roses. These retailed at \$2 each at a time when America was at the bottom of the business cycle. The experience was heartening and was all the evidence needed, at least so far as Jackson & Perkins are concerned, that consumer advertising by nurserymen is a sound procedure.

The expanded program for 1934 includes advertisements in eight publications which reach garden-minded audiences. It is being merchandised to dealers through an attractive portfolio in colors, which announces the new "Golden Climber" rose, and features it along with the previously introduced "Blaze" and "Countess Vandal" roses as "three money-making novelties for 1934." The consumer advertisements are displayed in the portfolio in color as they are to appear in the magazines and dealers are urged to tie in with the consumer demand these advertisements will create.

The labels which identify these plants are displayed in the advertisements. They are in the form of octagonal tags and carry the name of the rose and its plant patent number. The reader is urged to look for this label as protection.



ANNOUNCEMENT

We call particular attention to these names . . .

Aluminum Company
of America.

The Aluminum Cooking
Utensil Co.

Aluminum Seal Co.

. . . just added to our list
of clients

ALUMINUM CO.
OF AMERICA
THE ALUMINUM
UTENSIL CO.
ALUMINUM SEAL
AMERICAN CAN
ART METAL
CONSTRUCTION
THE AUSTIN CO.
THE BASSICK CO.
CARY MAPLE
SUGAR CO.
CENTRAL UNITED
NATIONAL BRAND
OF CLEVELAND
CLEVELAND FRI
P. & F. CORBIN

1501 EUCLID AVENUE
CLEVELAND

FULLER AND SMITH AND ROSS

NEW YORK
49 WEST 45TH STREET

CLIENTS

ALUMINUM COMPANY
OF AMERICA

THE ALUMINUM COOKING
UTENSIL CO.

ALUMINUM SEAL CO.

AMERICAN CAN COMPANY

ART METAL
CONSTRUCTION CO.

THE AUSTIN COMPANY

THE BASSICK COMPANY

CARY MAPLE
SUGAR CO.

CENTRAL UNITED
NATIONAL BANK
OF CLEVELAND

CLEVELAND FRUIT JUICE CO.
F. & F. CORBIN

COMMONWEALTH SHOE
& LEATHER CO.

DETROIT STEEL PRODUCTS CO.

FIDELITY & DEPOSIT CO.
OF MARYLAND

THE FOX FURNACE CO.

THE HILLS BROS. CO.
(DROMEDARY GINGERBREAD MIX)

HOTELS STATLER
COMPANY, INC.

THE LEISY BREWING CO.

THE LIONEL CORPORATION

MONONGAHELA WEST PENN
PUBLIC SERVICE COMPANY

NATIONAL CANNERS'
ASSOCIATION

NATION'S BUSINESS

NEW YORK UNIVERSITY

POTOMAC EDISON CO.

THE STANDARD REGISTER CO.

THE TEMPLIN-BRADLEY CO.

S. B. THOMAS, INC.

UNIVERSITY SCHOOL

WESTINGHOUSE ELECTRIC
& MANUFACTURING CO.

WESTINGHOUSE LAMP CO.

WESTINGHOUSE
X-RAY CO., INC.

THE WEST PENN
ELECTRIC CO.

WEST PENN POWER CO.

THE WOOSTER
BRUSH COMPANY

WORCESTER SALT COMPANY

Orphans of the Advertising Pages

Parentage of Some Is Difficult to Determine, Because Brand Names Are Minimized Almost to Vanishing Point

By H. Arthur Engleman

Of H. Arthur Engleman Corporation

AT least once a month, advertising men should pause in their work; should be compelled to write, ten times, the answer to the question, "What Justifies an Advertising Appropriation?"

The answer, "The Function of Advertising Is to Sell Goods or Services" would shock many writers, layout men and artists back from dreams and air castles into reality. It would make them conscious of first advertising principles.

They would again realize that advertising, before it can sell goods, must create certain definite mental impressions; that nothing is more important than to impress upon the prospect's mind the *name* of the product you are trying to sell!

Special emphasis must be placed on the word "prospect." It means far more than the word "reader." Never forget that all prospects are not readers of your advertising; yet all prospects should be able to "read as they run" at least the brand name of what you are trying to sell.

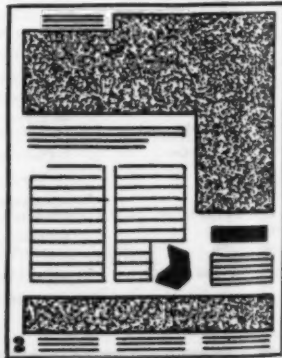
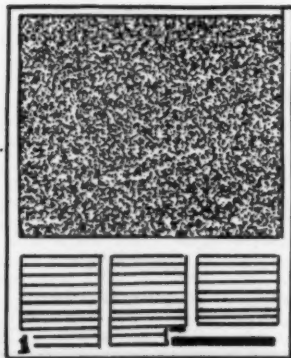
The brand name is the most im-

portant part of the message! Why have at least a few advertisers recently omitted entirely from their announcements the name of their product—except as it may inconspicuously appear as part of the text or as part of a miniature reproduction of their package?

Their theory is, I presume, that their illustrations, headline and copy are so compelling, so interesting, that every purchaser of a specific publication will be spellbound into reading their advertisements, or at least be persuaded to read enough of the message to discover what the advertisement is hoping to sell.

What optimists!

A full-page advertisement in a national magazine is approximately equivalent in size to 680 agate lines in a standard eight-column newspaper. A manufacturer spends upward of \$8,000 to impress upward of some 2,500,000 readers with the superiority and desirability of his product. If he is wise and experienced, he inserts in the selected medium not just one, but a series of advertisements. He knows that profitable results



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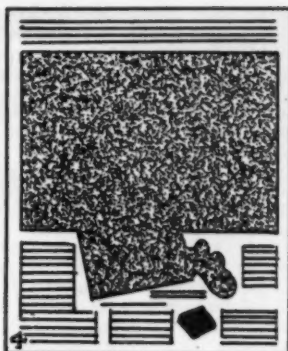
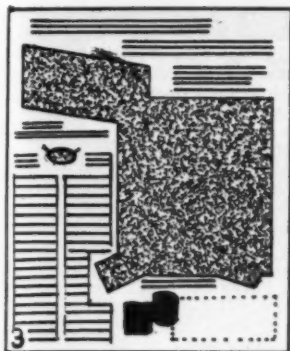
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largely depend upon the cumulative effect of repetition.

How, then, can he hope fully to cash in unless his advertising adequately provides constant repetition of brand name?

And how can brand name be impressed upon the maximum number of prospective buyers unless it is forcefully displayed?

To be truly effective, it must win the attention of thousands who either "do not read advertisements" or who at best give them only the most casual glance or attention.

That brand name impressions,

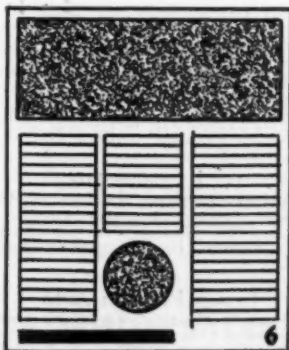
without the benefit of "selling copy," have tangible, worth-while sales value, is evidenced by the pulling power of poster and card advertising. Many products have won advertising success with the exclusive use of such types of media.

Thus, publication advertisers who fail to make their brand name sufficiently prominent, forfeit many extra sales-impressions for which they pay.

Every advertisement should combine the best elements of editorial treatment together with the poster



Drawn to scale. Reproduction of layout of recent full-page advertisements in national magazines. Portions shaded indicate illustrations. Solid black blocks represent name slug of product advertised or/and illustration of package. Note: advertisements Nos. 3, 4 and 5 have no product name displayed



impression of instant product-identification.

Even assuming 100 per cent reader attention and interest among readers of a publication, the proper attention to brand name prominence gives the advertiser an added benefit.

After the first thorough perusal, publications are frequently casually glanced through, at a later date, by the reader. Pages may be "thumbed" or turned over hurriedly. It is then that the advertisement with a prominently displayed trade name again makes its additional mental impressions without extra cost to the advertiser.

With so much to recommend the most prominent display of trade names possible, it is astounding that in so many advertisements, they are all but absent. A check through current magazines, discloses far too many advertisements that fail to register upon the mind of the casual reader the name of the article for sale.

In many of these advertisements, name slugs occupy less than twenty agate lines of the total space. Of a total space cost of \$8,000, less than \$300 is allotted to emphasizing the name of the product advertised!

At least three advertisements recently clipped in a five-minute search, had no trade name displayed in any way at all. In two of these three, the package reproduction measured less than one inch in any dimension.

Of course, there are many advertisers who, even in these days of advanced thought, still subscribe to and work with first principles of advertising in mind. There are manufacturers whose advertisements cannot fail to impress upon

even the most casual reader, just what it is they are trying to sell.

The current advertising of Atwater Kent cannot be confused with announcements of competitive products—or mistaken for silk hosiery advertisements. Prominently displayed, in reverse type, the name is not likely to be overlooked even when magazine pages are hurriedly turned. One does not need to read a single word of the copy to see Atwater Kent Radios standing out in bold relief upon the top of the page!

The Hookless fastener people have their Talon trade name well displayed *twice* in the upper half of their advertisement. The word Talon must make a great many mental impressions to the profit of its sponsors.

Electrolux and AC Spark Plug advertisements are noteworthy in this respect. Both names flash out in a way bound to be noticed. The spark plug advertisement is further strengthened by a giant picture of the product dominating the space.

Among the manufacturers using less than page space in national magazines, more emphasis—proportionately—seems to be given to legible name display. Single-column advertisements of Simoniz, quarter pages for Nunn-Bush and Freeman Shoes come to mind as typical examples.

Name emphasis still predominates most successful retail store advertising. And that is significant because retailers are able to check tangible results.

You are spending money to impress people that *your* brand is the best; that *your* brand is the brand to buy. That's why you spend your money to *display* your brand name.

W. L. Busby Dead

William L. Busby, president of the Busby Poster Advertising Company, Quincy, Ill., died at Cape Girardeau, Mo., recently. He was sixty-seven years old.

Leaves Franklin Auto

Hugh H. Goodhart, advertising manager since 1915 of the Franklin Automobile Company, Syracuse, N. Y., has resigned.

Join Wolff Studio

William A. Yardley and Clarence A. Fuerman have joined Raphael G. Wolff, Inc., Chicago photographic studio, the former as a sales representative and the latter in a creative capacity.

Biersach Elected


Hugo Biersach, advertising manager of the Outboard Motor Corporation, Milwaukee, has been elected treasurer of the National Outboard Association.

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A CITY IS NO PLACE TO RAISE CHILDREN

A TRUER statement was never uttered but, of course, not every one is in a position to follow this precept. Some HAVE to live in cities.

The family living in a typical independent small town is there by choice. Are you going straight to this congenial small town family through the magazine it knows best, or are you relying too much on the hit or miss of the urban magazines which filter into small towns.

The small town woman is this kind of woman:—Her family, on the average, is larger than the city family. She generally does her own work. She certainly does her own shopping. What she says to the storekeeper over the counter or over the 'phone spells success or doom for many a product. She has to prepare three meals a day. She is far more keen for short cuts in the kitchen because she does do her own work. The likes and dislikes of the maids and the cooks disturb her but little. She wants a magazine that talks her

language and so she takes **THE HOUSEHOLD** to the number of 1,750,000.

Pick up any issue of this publication and compare page by page. If you are a city born and bred man you will quickly get the difference in the appeal which **HOUSEHOLD** makes from that which you find in the scores and scores of urban magazines. There must be a need for this distinction in the two types of publications else **HOUSEHOLD** would not have the following it has in the independent small towns of this country.

HOUSEHOLD talks direct to its home-makers, not hit or miss to women everywhere. You may be perfectly sure that you are going straight to the 22 Billion Dollar small town market when you use **THE HOUSEHOLD**. An ever increasing number of national advertisers have that assurance. **HOUSEHOLD** was one of the few publications that made a gain in lineage in 1933. **HOUSEHOLD MAGAZINE**, Topeka, Kansas. Arthur Capper, Publisher.

●

**IF YOU SELL THROUGH WHOLESALERS
YOU HAVE SMALL TOWN DISTRIBUTION**

These Twelve Factors Will Affect Industrial Recovery

"**M**ERCHANDISING plans," said Mr. Van Deventer in *The Iron Age*, "are and will be the cynosure of managerial attention" among makers of metals, manufacturers of metal products and builders of machinery and industrial equipment. Then he lists nineteen factors that are at work changing the market map and shifting its points of penetration. They are listed below, because they are typical merchandising problems of many manufacturers and further because of the common-sense remedies—or palliatives at least—which are recommended in each case.

By John H. Van Deventer

Editor, *The Iron Age*

Pre-Depression Factors

1.—The outstripping of normal demand by productive capacity.

The slowing down in the growth of demand for many industrial products is independent of the depression and has been in evidence for the last twelve years or more. The trend of steel, which is a basic metal-working barometer, illustrates this. Excessive outputs in single years have tended to hide this fact, but a compilation of output per capita on the basis of five-year averages shows that the turn of the curve came in 1918-1919. This does not mean that consumption per capita (disregarding the depression) would have decreased, but it does mean that the rate of increase in each succeeding period tends to become less.

On the other hand, there was no corresponding let-up, before the depression, in the acceleration of productive capacity.

EFFECT ON FUTURE MERCHANDISING. This long-term factor will be at work in the years to come regardless of NRA or other administrative changes. It is an economic law—the law of diminishing returns, which transcends all man-made laws or code arrangements. It is forcing and will force the metal-working industry to become "distribution minded"—something unthought of a few years ago but now becoming evident. It

will compel the successful company to approach much closer to its customers and their needs through intelligent market study. It demands the more careful definition of "supremacy areas," both technical and geographical, for given products as a means of decreasing sales resistance and overcoming increasing competition brought about by this factor. It means the relegation of the idea of "volume" to a place second to the idea of profits.

2.—The general trend toward "hand-to-mouth buying."

This is a long-term factor brought about during the last ten years or more by realization of consumer plant economies to be made by holding down both raw material and goods in process inventories. It works in favor of the consumer of metals or metal products as well as all suppliers of industrial materials and against the producer. This, too, is a continuing factor, since it has become quite definitely established that the manufacturer's function is to make his profit on sales and not through speculative long-term buying.

While it is to be expected that average purchased lots will increase with the resumption of normal conditions, it must be remembered that as efficiency of management control increases in industry, and as improvement in transportation expedites deliveries, the regulation of

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inventories will become more generally practiced.

EFFECT ON FUTURE MERCHANDISING. By lowering the differential between dollars per customer sale, this buying policy makes the average and smaller-sized consumer of more relative importance. This, in turn, has a direct bearing upon methods of market coverage and merchandising practices in selling, since it calls for a relative increase in selling effort directed toward the smaller industrial consumers. It also indicates the need of more efforts to keep customers sold, since they are, in general, committed to the seller for shorter periods.

3.—The intensification of competition in the metal-working industry and particularly in the industries to which it sells.

While the price situation is ostensibly cured by codification, nevertheless over-capacity remains, and competition also. There is no reason to expect a let-up of competition during the next several years.

EFFECT ON FUTURE MERCHANDISING. In the "open price" industry, with the price factor removed and with competition remaining and probably increasing, this calls for the accentuation of other sales reasons, prominent among which are quality and service. This, in turn, calls for intensive customer education and more effective sales promotion based upon "value in use."

But this same factor is at work in the markets of every fabricating consumer. The problems of those who buy become the problems of those who sell. While price control does not enter into most of the metal consuming industries, competition in them demands all of the aid that the metal or equipment producer can supply and indicates the need for a more thorough study of customer requirements to the end that consumers can be aided through decreased costs of their products (not resulting from price but from more intelligent application) or improved quality and sales appeal.

4.—The elaboration of customer requirements, due to the rapid diversification of customer industries and the equally rapid pace in the technical application of customer products.

Technical progress is a seed that bears tenfold and customer requirements have been and will elaborate and diversify at an increasing pace. The production of an alloy steel of special properties, for example, gives rise to hundreds or perhaps thousands of new applications which in many cases are unforeseen and even unknown to the producer.

Metallurgical developments have come so fast during the last few years that there is danger of potential markets of considerable value being overlooked and remaining undeveloped for a longer period than necessary. Metal producers, of course, cannot undertake to direct consumer applications in detail, for the consumer is close to the application and the producer is removed from it. On the other hand, the consumer who applies a new material or who makes a new application of an old one cannot or does not visualize the related possibilities for expanded markets which lie in applications to other uses suggested by his application. That is a job for the producer.

EFFECT ON FUTURE MERCHANDISING. If the producer is to tap the potentialities of new markets suggested by new applications of either new or old products, he must facilitate consumer use in varied lines by taking several steps.

First: To specifically and repeatedly set forth the physical, chemical performance or other qualities of new products in such manner as to acquaint the possible consumer with their advantages and limitations.

Second: Set up a means of tracing new customer applications.

Third: Make these applications known as broadly as possible to the trade as a means of suggestion to other consumers of related applications.

5.—The increasing aggression of competing material industries.

Increasing pressure will be brought upon the various divisions of the metal-working industry by the competitive efforts of other divisions to enlarge their markets. Aluminum, for example, is making a drive for business in the railroad equipment field. Cement, due to aggressive promotion, is getting its share of public works. Copper and brass are hammering constantly at the construction industry. Casting is feeling the competition of welding; stamping, that of die-casting.

EFFECT ON FUTURE MERCHANDISING. Primarily, this is a problem, for the divisions of the industry and not for the individual company to undertake. It is important to the individual company, however, that it be undertaken, and that its product shall not suffer by being taken for granted while competing industries are fostering public consciousness of their materials or methods as superior in fields where others have legitimate application.

Depression Factors

1.—The large mortality among industrial units, many of which were your customers or prospects.

One of our large research bureaus is responsible for the statement that the depression was responsible for a mortality of at least 33⅓ per cent in the number of our industrial units. Also, that among the remaining units, there has been at least as great a turnover in executive personnel.

Certainly the market map for all who sell to industry has been materially changed and must be completely resurveyed.

EFFECT ON FUTURE MERCHANDISING. New contacts to be made, new people to be sold; a new market picture. This clearly indicates the need for a resurvey of promotional activities and a decided intensification of them.

2.—The marked turnover in personnel in surviving concerns, which has materially altered selling contacts.

There is a new crop of prospects to be educated in the merits of your products, even in those plants

that have been habitual customers. It follows that there must naturally be, among these "who know not Joseph," a large number who are vulnerable to the arguments and claims of your competitors.

EFFECT ON FUTURE MERCHANDISING. It is necessary to review promotional work in order to hold the ground that was gained before the depression, and an intensification of it in terms of present-day needs is advisable, if these gains are to be consolidated, advanced and continued.

3.—The increasing trend toward new products among manufacturers of both consumer and capital goods as a means of stimulating sales.

Nearly every concern has endeavored to increase its sales during the depression by bringing out new products or by improving quality or finish of old ones. This is true in the capital goods industries, where better performance has been emphasized and in the consumer goods industries, where appearance has been considered a selling asset.

EFFECT ON FUTURE MERCHANDISING. Suppliers of materials and makers of equipment must certainly take account of this trend, which is likely to continue, since it has been quite successful. The consumer to whom you sell or will sell in the future needs more help from you to make his products more salable.

4.—The increasing tendency to buy and sell on price, due to a decided buyer's market. (Now changed in certain cases by NRA developments.)

No comment is necessary on this obvious point.

EFFECT ON FUTURE MERCHANDISING. Having pursued sales for a long period through the channel of price, many companies have neglected the other sales factors, or at least have permitted them to become rusty. These other sales factors must be polished up, sharpened, and put to use. The demonstration of *profitable use* of the product must replace the offer of a price attractive from the competitive angle. This will require



—And Progressive Farmer's Circulation **Increased During 1933**

Notwithstanding an already-large excess in delivered net paid over the net paid guarantee of 850,000—on which the advertising rate of one-half-a-cent-a-line-per-1,000-circulation is based—the *net paid circulation of Progressive Farmer was increased during 1933*. Note the following record:

	Jan. 1933	June 1933	Dec. 1933
Delivered Net Paid.....	869,823	884,059	890,624
Net Paid Guarantee.....	850,000	850,000	850,000
Excess over Guarantee.....	19,823	34,059	40,624

And Progressive Farmer will continue to deliver not less than a reasonable excess over the net paid guarantee on which its advertising is based.

THE SOUTH'S LEADING FARM-AND-HOME MAGAZINE

Progressive Farmer

and Southern Ruralist

BIRMINGHAM, ALABAMA

RALEIGH DALLAS MEMPHIS

The Buying Guide in More Than 850,000 Able-To-Buy Homes

considerable educational work among the salespeople. Advertising directed to the customer can well be used to educate the salesmen of the companies endeavoring to reach these customers.

- 5.—The "moving upstairs" of buying decisions throughout industry, so that higher officials than formerly pass on all purchases.

The need for close control of expenditures, brought about by the depression, has been responsible for moving buying decisions upstairs. It is likely that they will stay there for some time to come. This factor calls for a renovation of mailing lists and for the cultivation of new contacts to find the men who buy.

EFFECT ON FUTURE MERCHANDISING. Sales organizations which have not already done so must put prospect cards and mailing lists "on suspicion" and take steps to bring them up to date.

Publicity and promotion must be directed to the type of men who are found to be most influential in the new purchasing set-up.

- 6.—The shrinkage of American purchasing power and its redistribution.

The serious loss in American income during the last four years cannot fail to have an effect that is reflected upon demand for materials and equipment. Metal products, whether for railroads, construction industry or any other purpose, are bought by those who fabricate it into these products, but are paid for by ultimate consumers, such as people who ride on trains and who rent houses. Government projects are paid for by the taxpayers. It stands to reason that loss of purchasing power increases future sales resistance all along the line.

EFFECT ON FUTURE MERCHANDISING. Present movement is a redistribution of wealth rather than an increase. Low-income groups benefit from it, but high-income groups are penalized. Merchandisers will do well to study the direct and indirect buying influence of the low-income groups, which, collectively and relatively, may have more to spend than formerly.

- 7.—The changed relation in the importance of large and small consumers.

Depressions are "leveling off" processes to some extent, but in this depression the larger units have in general been pushed down more than the smaller ones. Also, the smaller units are likely to contain more new technical developments than the larger and older ones. Smaller units have taken less beating also because of more conservative capital structures. It is easier for little concerns to grow larger than for big ones.

EFFECT ON FUTURE MERCHANDISING. Cultivate the smaller consuming units. Watch their development work and investigate the potentialities for your products. Among these little fellows will be some big customers a few years from now. It is easier to establish friendly relations when the customer is small than after he gets big.

EDITORIAL NOTE: Lack of space precludes more than a listing of the NRA factors. They are, moreover, uppermost in the minds of most manufacturers these days and may not need explanation. These are the seven NRA factors:

(1) The official pronouncement of the theory of an industry's responsibility for maintaining employment among its employables.

(2) The empirical raising of costs of all goods and manufactured products through the mandatory increase in wages.

(3) The serious possibility of decreased general purchasing power, if price increase outstrips wage and dividend purchasing power increase under the new program.

(4) The increase of cost due to shorter hours and the increasing resistance of labor to the principles of efficiency.

(5) The operation of the Securities Act of 1933.

(6) In the basic industries, particularly the elimination of price as the most powerful sales argument.

(7) Tariff and exchange complexities.

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THE merger of HOUSE BEAUTIFUL with HOME & FIELD makes two distinguished magazines, noted for leadership in home interests, one. And, by the same token THE STUYVESANT GROUP, pre-eminent in each of the three basic fields of publishing... Smart Homes... Fashion... Society... now offers advertisers of quality merchandise a market second to none in substantial wealth and assured, active purchasing power.

More than 200,000 (ABC) socially and financially prominent people comprise this Quality Market... a "first" group closely concentrated in the leading cities and social centers of the country. To reach these "best" customers effectively, leading advertisers use THE STUYVESANT GROUP as the most direct and economical investment for their advertising dollars. Discounts for space used within a year in THE STUYVESANT GROUP run as high as 25%.

Harper's Bazaar

Town & Country

House Beautiful

combined
with

Home & Field

THE STUYVESANT GROUP

Laurence A. Weaver • Director Group Sales

72 MADISON AVENUE, NEW YORK CITY

These 14 Manufacturers have assumed leadership in their respective industries

In 1922, the average expenditure for advertising of fourteen clients whom we have served for a period of ten years or more was \$410,000.

In 1932, the average expenditure of these same clients was \$1,236,300.

Each of these manufacturers sells in a highly competitive market.

Yet from a relatively small sales vol-

ume, each of them has outstripped competitors in the past ten years and assumed the leadership of its respective industry.

Persistent advertising that placed their products first in the minds of buyers was an important factor in their success.

Under present conditions, advertising that outstrips competition is of increasing importance to every manufacturer.

J. Walter Thompson Company

Advertising

An advertisement in PRINTERS' INK, October 26, 1933.

Advertising Works Well When Well Done

Interpreting and selling its own service—what it knows and what it can do—is just about the most difficult job an advertising agency has.

Moreover, its ability successfully to pass this severe test is one good indication of its fitness to sell things for others.

Every capable advertising agent knows this.

Since 1917 the J. Walter Thompson Company has run in PRINTERS' INK well over

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400 separate and distinct advertisements for itself. And its well has not yet run dry.

Further evidence of ability is its keen discernment of PRINTERS' INK as "A Journal for Advertisers"—differentiated from an advertising TRADE journal. From the beginning PRINTERS' INK's audience of *Merchandisingly Alert* has been the backbone of Thompson's advertising job.

During its advertising history this agency has concentrated more of its advertising upon the *Merchandisingly Alert* than on all other audiences combined.

And why not? Where else is there available such thorough coverage of the firms that are present and future important advertisers?

Where else so large an identified audience of officers and executives of such firms; right down to names, titles and business connections?

Trade Association Is Consumer's Most Powerful Ally

(Continued from page 10)

One of the important activities of trade groups during the last ten or fifteen years has been the development of sound cost accounting systems. Now a sound cost accounting system inevitably tends to cut down waste and eliminate the uneconomic producer who, in the long run, lays a tremendous tax upon the consumer. Therefore, even though the benefit has seemed to be very indirect, the price activities of a number of associations have without doubt really benefited the consumer.

In Mr. Donald's book, under the heading of "Product Merchandising," he lists eight merchandising activities of trade associations which have to do with determining the products and the quality of products that an industry or trade shall sell. The list follows:

1. Market research.
2. Discovering new or better uses.
3. Developing new and better products.
4. Scrapping of used products.
5. By-products and waste utilization.
6. Standardization of products.
7. Simplification of product items.
8. Style and season openings.

It should be apparent, even to a newer economist, that several of these classifications eventually work out to the benefit of the consumer. Some of them work out to his benefit quite directly.

Odd as it may seem to certain friends of the consumer, a great deal of association market research, while its aim is to increase the sale of merchandise, is based on a study of what the consumer needs and how much better he can be served. The result of any sound program of market research is not the discovery of just how many boobs there are in the population of the United States, but, rather, how the consumers, boobs and otherwise, can be induced, through the manufacture of better mer-

chandise, to buy that merchandise in larger quantities.

Through such research comes the discovery of new or better uses, the need for the development of new and better products, methods of simplifying certain products, methods of capitalizing style trends.

A study of by-products and waste utilization often results in a company being able to lower the price of its products to the consumer and, in addition, to create new products which can be offered to the consumer at a cheaper price.

Association Services in Marketing

In the field of marketing practices association service has indirectly benefited the consumer.

Co-operative advertising usually accomplishes two things: First, it announces the availability of certain types of merchandise which the consumer might otherwise be ignorant of and, second, it educates the consumer to better living and better practices.

A number of groups in the building field through their advertising for years taught the lesson of better homes. There can be no question that the work of these groups in the small-house field had a great influence not only on bettering architectural standards among the lower bracket consumer groups, but also in saving the consumer money by creating a desire for better-built homes.

Another field in which trade associations have performed a real service has been in that of trade practices. Here they have continually been forced to act for the betterment of their own industries and for the betterment of consumers in the face of legal restrictions which made really effective trade agreements almost impossible of consummation. Fortunately, under the NRA codes it is now legal for competitors to get together and

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eliminate vicious and wasteful trade practices which cost manufacturers thousands of dollars, dollars which eventually come out of the pockets of consumers.

In the line of promotion work Mr. Donald says, "Especially in the promotion of new products, trade associations can provide, co-operatively for the members of an industry, technical merchandising and marketing services to users and customers. An association of wholesalers may, for instance, undertake to assist retailers in establishing better store layouts and better retail methods. Associations and manufacturers, such as the paper-board industries and wire-bound box manufacturers associations, have similarly been helpful to users of their respective products—somewhat in competition with each other.

"Co-operative provision of such services through trade associations offers the possibility of substantial economy to individual members through eliminating duplication of services. Whenever this can be done without discrimination among members it is a highly constructive part of the trade association program."

Use and Misuse of Propaganda

In the field of public relations the trade associations have undoubtedly sinned grievously through mistaken ideas of the possibilities of propaganda. On the other hand, the sinners have been in the minority while other trade groups have gone ahead using their public relations policies as a service to consumers. Under this heading, for example, are found such activities as public safety and health and the conservation of raw material.

As a matter of fact, in the field of public safety and health the associations of the country have done some remarkably fine work. Through their investigations they have been able to better manufacturing processes with the result that the public has been offered products that have contributed to a saner, cleaner, more wholesome or more healthful life.

In fact, some of the bitterest

...yes, really!

A FISHERMAN repaired after his day's sport to the place where fishermen do repair. And there to kindred souls he told of such-and-such a pool, wherein he had caught great fish, incomparable fish, fish so big and *thus* big. But his hearers, as is the way with hearers of good news, were sceptics and looked each to another with glances full of meaning. Howbeit, one who knew that even the impossible is possible, took the fortunate fisher aside and in tone that betokened a readiness to learn said, "Really?" And the other, glad to find faith still alive in a doubting world, said, "Really!" And he opened his creel and showed that enquiring one, for his own eyes' seeing, great fish, incomparable fish. And he with faith was many days' sport to the good before the tale's truth penetrated to those others, those hesitant and doubting others.

PUNCH

CAN SHOW YOU
SELLING "FACTS
AND FIGURES"

MARION JEAN LYON, ADVERTISE-
MENT MANAGER, "PUNCH," 10
BOUVIERIE ST., LONDON, E.C.4, ENG.
(Member of the Audit Bureau of Circulations)

critics of advertising overlook the great educational benefits that have been brought about because certain advertisers, actuated, to be sure, by the profit motive, have taught better oral and bodily cleanliness, the dangers of unsanitary conditions in the city and around the home, the better protection of health, and other similar beneficial measures.

In the so-called purchasing services of the associations superior techniques for testing have been set up with the result that the consumer has been able to buy safer products and products that were more durable. Furthermore, trade groups have studied the conservation of raw materials and certain groups have been strongly behind national movements to stop excessive waste of natural resources.

Another field in which a number of associations have sinned is that of personnel and labor relations. The fact remains, however, that even in this field, where groups of business men undoubtedly have worked to the detriment of labor, other groups have taken industrial leadership in their hands with the result that labor and working conditions have been bettered.

Finally comes the field of economic planning, a field which has been but sparsely cultivated by trade associations when it is considered in its broad aspects.

In spite, however, of the comparatively limited nature of association activities in economic planning, it is certain that no sound study of this type of planning can be made without taking into consideration the work undertaken by

certain of the more progressive trade groups.

It is a matter of plain record open to any fair student of trade association activity that, although the idea of economic planning did not originate with the association, it was the trade association that, during the period from about 1927 to 1932, made the most constructive, practical study of the possibilities of economic planning.

Furthermore, association executives and industrial leaders interested in co-operative work are probably more responsible than any other group for the pushing of the idea of economic planning and for the efforts that have been made to put such planning on a scientific basis. Certainly, without the great mass of data gathered by associations it is impossible to make even a start toward intelligent industrial planning for the future.

What has just been written is essentially a bird's-eye view of how trade associations have benefited the consumer. In a succeeding article I shall point out, in more detail, some of the activities of individual associations showing what they have done to benefit consumers through the co-operative activity.

To paint the whole picture of association service, however, would require a larger canvas than is available in **PRINTERS' INK**. Perhaps, indeed, it is the size of the canvas that has so blinded the myopic Mr. Corbett that he has been able to see only the darker phase of association activity and has overlooked the brighter and far larger features of the association canvas.

Herrlinger Back on Job

After an absence of more than three years, Roth F. Herrlinger has regained his health and resumed work with The Gummed Products Company, Troy, N. Y., Trojan gummed paper and Sterling gummed tape, in his former capacity of general manager.

Joins Millinery Firm

James N. Krohne, with Marshall Field & Company, has joined the Emporium-World Millinery Company, Chicago, in a sales promotion and advertising capacity.

Adds to Radio Department

C. F. William Bamberg and Vick Knight, both formerly with Station WHK, Cleveland, have joined the Cleveland office of the Cambell-Sanford Advertising Company. Mr. Knight will specialize in production and merchandising. Mr. Bamberg will be radio account executive.

Stenberg with Hagstrom

A. G. Stenberg, artist, who formerly maintained his own studio, is now with the Hagstrom Company, Inc., New York, commercial art.

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COLOR IN NEWSPAPER ADVERTISING

Little is known about color in newspaper advertising, its history, its advances.

Even less is known about the technical side.

So to answer the questions that come up from time to time, to make available a practical "how to" reference for efficient planning, the February issue of *Printers' Ink Monthly* brings "Color in Newspaper Advertising."

It tells how advertisers are using it successfully, and why.

It discusses the advantages of color, its limitations, and takes a look into the future.

It lists newspapers that accept color advertising, in run-of-paper, magazine sections, comic sections, or color gravure.

It contains comments and advice from experienced users; a group of checking points for the inexperienced. Because of its helpful nature, advertisers and advertising agents will file this feature for reference use.

Other articles in the February issue of *Printers' Ink Monthly* are Analyze Product and Market Before You Change the Package . . . Holding Dealers' Interest in the Line . . . How to Handle Consumer Inquiries . . . A Yardstick for Buying Radio Time . . . How G-M Uses Motion Pictures . . . Pictorial Letterheads.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Romer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue,
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
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ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks Arthur H. Little
Eldridge Peterson S. E. Leith
Joel Lewis

Chicago: P. H. Erbes, Jr.
London: McDonough Russell

NEW YORK, FEBRUARY 8, 1934

Advertise to the Highbrows!

Frank Finney is being sharply challenged (see the expressions by Mr. Murphy and others beginning on page 61 of this issue) on his apparent view as set forth in his article "Grand Opera, Symphonies and Cigarettes" in PRINTERS' INK for January 25, that the average consumer's I.Q. is very low and that he therefore should be advertised to on that basis.

Were we to get into a debate with Mr. Finney and attempt to defend the mental capacity of the mine-run citizen, we are afraid our case would be rather weak. But as to the proposition of rating down advertising to that intelligence level we believe we could give him a rather stiff run for his money.

One of the reasons why advertising is being so sharply attacked

right now—why it offers such a shining target for the brain trusters and other uplifters—is that some of it is conceived and executed too much from the viewpoint of the mob. This gives the highbrows their opportunity, and how they love it!

Messrs. Kallet and Schlink, it will be remembered, wrote a book called "100,000,000 Guinea Pigs." One progressive advertiser of our acquaintance, seemingly agreeing with Mr. Finney's thesis, tells us that a more accurately descriptive title for this book would be "100,000,000 Boobs."

According to this gentleman's view, there are about that many boobs in the country. The number of consumers who are not boobs he would place at approximately 10,000,000. We are not disposed to dispute his impromptu statistics; maybe they are right in a general way.

And it must be that that minority of advertisers whose copy and methods are so questionable as to give the Tugwells their opening are considering the 100,000,000 rather than the 10,000,000. If you can cultivate a big market, their idea seems to be, why should you bother about the smaller one?

This is a policy (we shall refrain from naming specific examples) that is doing plenty of damage to business today even though the offenders are relatively few in number. For, when the intellectuals are offended at and disgusted with some advertising—and their attitude more than once is entirely justified—they start some things that are going to hurt all advertising and that actually are hurting it.

Questionable advertising may influence the 100,000,000 to the buying point. But in the long run the ideas, prejudices, doings and sayings of the 10,000,000 influence them also. What the latter classi-

Feb. 8, 1934
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fication of buyers may think about certain advertising or merchandise is bound to filter down—or up, if you prefer it that way—to the large number. Mrs. Vanderbilt may get a dress from Paris and in a short time the girls in the 10-cent store are wearing dresses like it. We need not extend the figure.

These things being so, why wouldn't it be good sense and good business to plan and administer advertising so as to influence the 10,000,000 market primarily? This would in no way lessen its power to sell the 100,000,000.

If this is done, the Tugwells and the Schlinks will be out of a job so far as advertising is concerned. If it isn't done, Tugwells and Schlinks even more radical than the present ones will come along.

Cheer from Mail Order

Somebody, after all, must have some money to

buy things with.

During December Montgomery Ward & Co. shipped more mail orders than in any other month in its history—and it has been in business sixty-three years.

In January of this year Ward had 80 per cent more mail-order business than in January, 1933—its largest single month's gain ever.

Walter Hoving, vice-president, in sending a statement to the above effect to PRINTERS' INK, modestly, and somewhat timidly, advances the suggestion that we might "find it interesting and newswy."

Yes, indeed. But it is more than that; it is symptomatic of better things on the way for business as a whole.

What, however, does this big mail-order house mean by hanging up such amazing records in times like these? Doesn't it know that the farmer, its biggest customer, is broke? Hasn't it heard

that the industrial sections—its next most important outlet—are flat on their backs?

And how about the way the automobile and good roads were going to put mail order on the shelf once and for all?

Ward isn't at all conventional.

Anyway, this significant showing is going to bring cheer to every merchandiser. Even General Wood, of Sears, Roebuck, should get a kick out of it. For he, too, is in the mail-order business.

Wasted Talent

Congressman McFarlane of Texas recently became

quite indignant over certain wastes of the taxpayers' money that he uncovered in the Department of Commerce. Most devastating is his attack on the Louisville Grocery Survey and the St. Louis Drug Survey.

Speaking of the former he said, "A majority of the facts presented are almost as old as the grocery business itself, and what little is not has been published in the various trade magazines from time to time. The only original materials set forth are statistics gathered in the survey, and these are found to be impudent and of no value."

In making such a statement Mr. McFarlane shows a familiarity with the grocery business that leads one to believe that he has been wasting a high-powered intelligence in his unselfish service to the people of Texas. Certainly many of the facts uncovered by the Louisville Survey were considered of great importance by men who have spent their lives in the food field.

PRINTERS' INK has frequently attacked wastes in the expenditure of taxpayers' money. It believes that economy in Government is a goal to be fought for.

It regrets, however, that gentlemen like Mr. McFarlane, in

their attacks on Government waste, should be so ill-informed as to pick on services of the Government that have been of unquestioned value to business.

Advertisers and Huey

The case against advertising which the brain trust and others have been so industriously building up for several months is now complete.

Advertisers, it seems, have started out on a deliberate campaign to get Huey P. Long.

We knew they would reach this high point in their infamy just as soon as they could spare a few minutes from their campaign of poisoning babies, blinding women—and, on the other hand, driving people away from the general store cracker barrel. And now they have gone and done it. Huey says so himself.

Addressing the once august United States Senate the other day, Mr. Long told of a mysterious letter which an unidentified manufacturer wrote to a friend of his (a friend of Huey's, that is) with instructions that he show it to a Louisiana newspaper publisher.

The letter, if we may believe our favorite publication, the *Congressional Record*, said:

The national advertisers of this country are willing to patronize no paper that is not unfriendly to Huey P. Long, and you can inform them that we are unwilling to have any further advertising of any kind printed in the columns of that paper unless they are unfriendly to Long, because we regard him as a national menace.

The *Record* reports that, after the reading of the heavily negatived and somewhat cryptic missive, the presiding officer remarked: "The occupants of the gallery will preserve order." No doubt, the Chair felt that that admonition would operate to hold well in hand the situation in the Senate, itself; and

if he failed to indicate who, meanwhile, was to preserve order in the washrooms, perhaps we may attribute the omission to an inside tip that the Marines had landed.

However, the incident serves to bring the Kingfish swimming into view again, towing a chronic problem. The problem isn't his. It's the nation's. It's the problem of keeping Huey quiet.

Perhaps the ultimate solution will be to elect him Vice-President.

Streamlined Salesmen

Male apparel, in 1934, will be aerodynamic.

There will be scarcely any outside buttons on the new suits and bulky, wind-resistant shoulder padding will be eliminated. Pocket flaps will lie back snug against the wind and fabrics in striped patterns will heighten the streamlined appearance.

There is in this news, which bears the stamp of authority of the National Association of Merchant Tailors, a happy significance for sales managers that may not appear on the surface. Salesmen, aerodynamically clad, will naturally present a lower resistance to air pressure than formerly and therefore, on a given amount of power, will be able to get around faster and farther. In streamlined suits it will be possible for salesmen to make more calls per day.

It is also a matter of interest that the application of streamlining to men's wear just about makes universal the influence of aerodynamic design in American production. There is no important class of products that is not streamlined, either as to its own form or its package.

This illustrates the speed and flexibility of modern industry, for the whole movement was non-existent up to a scant five years ago, at which time it was given birth by the advent of the streamlined bank account.

AN *Advertiser* EXPLORES THE NATIONAL GEOGRAPHIC



He Discovers Reader-Confidence

He is elated. He has discovered a publishing rarity—an advertising influence that money seldom buys. He has touched Utopia to find a million *buying* families who literally *seek* advertisements instead of expecting advertisements to seek them.

Reader-confidence is reader-interest accentuated to a high degree. It never happens. It is evolutionary—the outgrowth of years of editorial vigor, authenticity, and

alertness. It is that publishing phenomenon that brings immediate and genuine response to every advertiser. . . . Explore *National Geographic Magazine*! You will find that 89.8% of those who have the greatest influence on family buying seek *with confidence*—and by their own admission—the advertising pages of this thrilling magazine that leads all other million-circulation magazines in 28 out of 30 classifications of national buying power.

NATIONAL GEOGRAPHIC MAGAZINE • Washington, D. C.



Outdoor Follow-Through

THE above illustration shows the exhibit of the Lee of Conshohocken Tire Company which it used in the Philadelphia Automobile Show. The poster bulletin ties in with a two-week outdoor campaign which preceded the show and which was displayed on several hundred locations in the Philadelphia marketing area.

Postcard miniatures of this poster were mailed to several thousand prospective tire buyers by Lee

dealers. In addition, the company bought the back cover of the official program for an advertisement which also reproduced the poster and extended an invitation to the public to make the Lee exhibit their meeting place during the auto show.

This co-ordination of outdoor advertising with an indoor display of the company's product succeeded in bringing a large attendance, day and night, to the exhibit.

Cutler-Hammer Appointments

L. P. Niessen has been appointed advertising manager of Cutler-Hammer, Inc., Milwaukee, to succeed Forrest U. Webster, who has been named manager of merchandising sales for the company in charge of sales to jobbers and dealers and supervisor over advertising. Mr. Niessen has been assistant to Mr. Webster.

Has Art Accounts

The Gwendolyn Maloney Art Galleries and Florian Papp, antiques, both of New York, have appointed Herman and Sanders, New York agency, to handle their advertising accounts. Newspapers and magazines will be used.

Buffalo Agency Adds to Staff

Charles J. Thomas, for ten years executive secretary of the Greater Buffalo Advertising Club, has been made vice-president of the John E. McNamara Advertising Agency, Buffalo.

Manhattan Shirt to Advertise

The Manhattan Shirt Company, New York, has appointed Erwin, Wassey & Company to direct its advertising account.

Appointed by Pittsburgh "Press"

H. E. Perkins, for five years manager of the national advertising department of the Pittsburgh Press, has been made local display manager of that paper. He succeeds Harry E. McManus who was local display advertising manager for three years and who has joined the New York staff of the Rodney E. Boone Organization.

Fainlight to Hanovia

Leslie A. Fainlight, formerly president of Fainlight-Baldwin, Inc., New York, has been appointed advertising manager of the Hanovia Chemical & Mfg. Company, Newark, N. J., Alpine Sun Lamps, etc.

New Sales Service

G. Charter Harrison Associates is a new managing engineering, budgetary control and sales and marketing service, organized at New York. Offices are in the Chrysler Building.

With Brown-Forman

John J. Jasper, recently managing editor of the Insurance Field, Louisville, has joined the Brown-Forman Distillery Company, of that city, as advertising manager.

NOW ADVERTISING IN FORTUNE

March, 1934

A

ABBOTT, HOPPIN & CO.
Members New York Stock Exchange
Agency—J. WALTER THOMPSON CO.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA, LTD.
A Southern California vacation (Booklet)
Agency—LORD & THOMAS

ALUMINUM COMPANY OF AMERICA
Aluminum containers for freighting
Agency—GARDINER ADV. CO.

AMERICAN ASPHALT PAINT CO.
Valdura Waterproofing products (Booklet)

AMERICAN EXPRESS CO.
Official agents of the Passion Play
Agency—THE CAPLES CO.

AMER. SHEET & TIN PLATE CO.
Modern usage of Stainless Steel
Agency—SMITH, SCHREINER & SMITH, INC.

AMERICAN-SOUTH AFRICAN LINE
Direct passenger service to So. Africa
Agency—FRANK PRESBERY CO.

AMERICAN TELEPHONE & TELEGRAPH CO.
The telephone as a salesman
Agency—N. W. AYER & SON, INC.

AMERICAN TOBACCO CO.
Lucky Strike cigarettes
Agency—LORD & THOMAS

ASSOCIATED GAS & ELECTRIC CO.
Communities served by Associated System
Agency—DANIEL STARCH & STAFF

AXTON-FISHER TOBACCO CO., INC.
Spud-menthol-cooled cigarettes
Agency—KENTON & ECKHARDT, INC.

B

BAD NAUHEIM
Resort for your health and heart
Agency—SMITH, STURGIS & MOORE, INC.

JAMES W. BELL & CO.
Gentlemen's tailors—formal day attire
Agency—KEECH & BECK

BUICK MOTOR CO.
Points about the new Buick
Agency—CAMPBELL-EWALD CO.

C

CANADIAN PACIFIC RAILWAY CO.
To Honolulu and the Orient (Booklet)
Agency—KENTON & ECKHARDT, INC.

CHESAPEAKE & OHIO RAILWAY
The George Washington
Agency—CAMPBELL-EWALD CO.

CHEVROLET MOTOR CO.
An appeal to the connoisseur
Agency—CAMPBELL-EWALD CO.

CHRYSLER SALES CORP.
Airflow Chrysler in four models
Agency—LEE ANDERSON ADV. CO.

CLARK GRAVE VAULT CO.
One-piece metal grave vault
Agency—HENRI, HURST & McDONALD, INC.

COLDWELL LAWN MOWER CO.
Rolling and mowing in one operation
Agency—MOORE ADV. CO.

COMMERCIAL NATL. BANK & TRUST CO.
Loans for business needs
Agency—LORD & THOMAS

CONTINENTAL CAN CO.
Oil in sealed cans
Agency—BATTEN, BARTON, DURSTINE & OSBORN

CONTINENTAL DISTILLING CORP.
Dixie Belle Gin
Agency—AL PAUL LEFTON CO.

CRANE & CO.
A watchmaker uses Crane's papers
Agency—CALKINS & HOLDEN

CUNARD LINE
Liner and clipper ship comparisons
Agency—L. D. WERTHEIMER CO., INC.

CURTISS AEROCAR CO., INC.
A "drawing room on wheels" (Catalog)
Agency—LOOMIS & HALL, INC.

D

DANUBE PRODUCTS, INC.
Royal Tokay Wines of Hungary (Brochure)
Agency—FULLER & SMITH & ROSS, INC.

J. C. DEAGAN, INC.
Tower chimes for memorials
Agency—ROGERS-GANO ADV. AGENCY

DEL MONTE HOTEL
Historic sketch of California, 4th of series
Agency—LORD & THOMAS

DE SOTO MOTOR CORP.
Features of the new Airflow De Soto
Agency—J. STIRLING GRETCHILL, INC.

ELBIE DE WOLFE
Indirect lighting in the home
Agency—MAXON, INC.

DICTAPHONE SALES CORP.
Automatic Monitor on new Model 12
Agency—McCANN-ERICKSON, INC.

DOMINICK & DOMINICK
Members New York Stock Exchange
Agency—J. WALTER THOMPSON CO.

R. R. DONNELLEY & SONS CO.
Lakeside Press, complete printing service
Agency—FREDERICK & MITCHELL, INC.

DYER, HUDSON & CO.
Members New York Stock Exchange
Agency—ALBERT FRANK-GUNTHER LAW, INC.

(Continued on next page)

NOW ADVERTISING IN FORTUNE

March, 1934

E

EASTMAN KODAK CO.
Ciné-Kodak "K" for home movies
Agency—J. WALTER THOMPSON CO.

THE EGRY REGISTER CO.
Egry Speed-Feed for billing
Agency—THE PROCTER & COLLIER CO.

F

FARMER'S DEPOSIT NATIONAL BANK
Identified with Life Insurance Industry
Agency—KETCHUM, MACLEOD & GROVE, INC.

FIRESTONE TIRE & RUBBER CO.
Process of Gum-Dipping Firestone Tires
Agency—SWEENEY & JAMES CO.

FISHER BODY CORP.
Body by Fisher—No Draft Ventilation
Agency—ERWIN, WASEY & CO.

FLEETWOOD HOTEL
A DeWitt operated hotel in Miami Beach
Agency—CHARLES L. BURNS

FRANKFORT DISTILLERIES, INC.
Paul Jones and Antique whiskeys for juleps
Agency—YOUNG & RUBICAM, INC.

FRENCH LINE
Life on board France-Afloat
Agency—N. W. AYER & SON, INC.

FRIGIDAIRE CORP.
Air Conditioning
Agency—THE GETTY CO.

G

GENERAL ELECTRIC CO.
Lamp testing service
Agency—FOSTER & DAVIES, INC.

GERMAN TOURIST INFORMATION BUREAU
1934 Passion Play at Oberammergau
(Booklet)
Agency—SMITH, STURGIS & MOORE, INC.

GEYER-CORNELL CO.
The swirling current of events

GOODERHAM & WORTS, LTD.
American Bourbon and Rye; Canadian Whiskey
Agency—FLETCHER & ELLIS, INC.

GOODSPEED'S BOOKSHOP, INC.
A Poe first edition for sale
Agency—MAURICE M. OSBORNE

GOODYEAR TIRE & RUBBER CO., INC.
All-Weather tread for wet pavements
Agency—ERWIN, WASEY & CO.

GRAY & LAMPF, INC.
Sporting and multi tailors
Agency—BIRMINGHAM, CASTLEMAN & PIERCE

GREAT NORTHERN RAILWAY
A Glacier Park vacation
Agency—REINECKE-ELLIS CO.

GULF REFINING CO.
Purveyors of petroleum products
Agency—YOUNG & RUBICAM, INC.

H

W. F. HALL PRINTING CO.
Nationalize through magazine advertising
Agency—McCANN-ERICKSON, INC.

HARRISBURG PIPE & PIPE BENDING CO.
Forged and seamless steel
Agency—ROBERT ST. CLAIR CO.

HERCULES POWDER CO., INC.
Chemical products and their uses
Agency—CROSS & LEBRAUME, INC.

M. HOHNER, INC.
Piano accordions (Booklet)
Agency—ATHERTON & CURRIER, INC.

HORNBLOWER & WEEKS
Members New York Stock Exchange
Agency—ALBERT FRANK-GUENTHER LAW, INC.

HOTEL PIERRE
The Georgian and Neptune Rooms
Agency—ANDREW CONE AGENCY

I

INDIA STATE RAILWAYS
Two weeks in Southern India
Agency—KENTON & ECKHARDT, INC.

INTERNATIONAL SILVER CO.
Quadroon—an 18th century design
Agency—YOUNG & RUBICAM, INC.

INTOURIST, INC.
Seeing the U.S.S.R. (Booklet)
Agency—SMITH, STURGIS & MOORE, INC.

J

JACOBSEN MFG. CO.
Power lawn mowers in four models
Agency—WESTERN ADV. AGENCY

JOHN HANCOCK MUTUAL LIFE INS. CO.
Annuity Income (Booklet)
Agency—LIVERMORE & KNIGHT CO.

JONES & LAUGHLIN STEEL CORP.
Eighty-three years of experience
Agency—KETCHUM, MACLEOD & GROVE, INC.

K

KELVINATOR CORP.
Four refrigerators in one
Agency—BROOKE, SMITH & FRENCH, INC.

KIMBERLEY-CLARK CORP.
Kleerfoot printing paper
Agency—FERRY-HANLY ADV. CO.

(Continued on next page)

Feb. 8, 1934

PRINTERS' INK

115

NOW ADVERTISING IN FORTUNE

March, 1934

L

LABOURDETTE & CO., INC.
Moët & Chandon Champagne
Agency—BATTEN, BARTON, DURSTINE & OSBORN

R. A. LASLEY, INC.
Fact finding for management

LIBERTY MAGAZINE
Reflecting currents of interest (Booklets)
Agency—FLETCHER & ELLIS, INC.

LINCOLN MOTOR CO.
The two-window town sedan
Agency—N. W. AYER & SON, INC.

M

MATSON NAVIGATION CO.
Pacific travel
Agency—BOWMAN-DEUTE-CUMMINGS, INC.

THE R. C. MAXWELL CO.
Electric signs for outdoor advertising

MCCALL CO.
The New McCall's in three sections
Agency—BATTEN, BARTON, DURSTINE & OSBORN

MENEEL MARBLE CO.
Builders of Memorials (Catalog)
Agency—TUTHILL ADV. AGENCY, INC.

MEREDITH PUBLISHING CO.
"Successful Farming"
Agency—HOMER MCKEE, INC.

METROPOLITAN LIFE INSURANCE CO.
The "Growing Pains" delusion
Agency—HAWLEY ADV. CO.

MILLS NOVELTY CO.
Vending machine manufacturers

N

NATIONAL CASKET CO., INC.
An explanation (Booklet)
Agency—BATTEN, BARTON, DURSTINE & OSBORN

NATIONAL STEEL CORP.
Its various steel-producing units
Agency—BATTEN, BARTON, DURSTINE & OSBORN

ALFRED NELSON CO.
Tailors—breeches makers
Agency—KRECH & BECK

NIPPON YUSEN KAISHA LINE
Summer round trip rates to Japan
Agency—THE CAPLES CO.

NUNN-BUSH WELDON SHOE CO.
Ankle-fashioned oxfords
Agency—NEISSER-METTERHOFF, INC.

O

OTIS ELEVATOR CO.
Country-wide Maintenance Service
Agency—N. W. AYER & SON, INC.

OUTDOOR ADVERTISING, INC.
On the job morning, noon, and night
Agency—UNITED ADV. AGENCY, INC.

P

PACKAGE MACHINERY CO.
Machines for particular types of wrapping
Agency—JOHN O. POWERS CO.

PACKARD MOTOR CAR CO.
A new way to choose a car
Agency—YOUNG & RUBICAM, INC.

PARK & TILFORD IMPORT CORP.
Booth's Gin,
Heidsieck Dry Monopole Champagne
Martell's Cognac Brandy
Vat 69 Liqueur Scotch Whisky
Agency—CHARLES M. STORM CO.

PATERSON PARCHMENT PAPER CO.
Patapar—the vegetable parchment
Agency—PLATT-FORRES, INC.

PICTORIAL REVIEW
An advertisement for men who okay bills
Agency—PHILIP KOSSE, INC.

PIERCE-ARROW MOTOR CAR CO.
A frequent comment on 1934 Pierce-Arrow
Agency—BATTEN, BARTON, DURSTINE & OSBORN

E. A. PIERCE & CO.
Members New York Stock Exchange
Agency—J. WALTER THOMPSON CO.

PITTSBURGH PLATE GLASS CO.
Duplate Safety Plate Glass
Agency—BATTEN, BARTON, DURSTINE & OSBORN

PLYMOUTH MOTOR CORP.
Mr. Chrysler discusses the Plymouth
Agency—J. STIRLING GETCHELL, INC.

PREMIER-PABST SALES CO.
Pabst Blue Ribbon Beer
Agency—MATTESON-FOGARTY-JORDAN CO.

Q

QUAKER STATE OIL REFINING CO.
A woman endorses Quaker State
Agency—KENTON & ECKHART, INC.

R

THE RED RAVEN CORP.
Billy Baker High-Balls; Splits (Booklets)
Agency—ALVIN ADV. AGENCY

REMINGTON-RAND, INC.
Powers Accounting Machines
Agency—FREYSTADT-JURASCHEK, INC.

REPUBLIC STEEL CORP.
Modern uses of steel
Agency—MELDRUM & FEWSETH, INC.

R. J. REYNOLDS TOBACCO CO.
Mrs. James Russell Lowell endorses Camels
Agency—WILLIAM ESTY & CO., INC.

RITZ-CARLTON HOTEL
The Oval Restaurant for lunch or dinner
Agency—FRANK FRESHNEY CO.

RUTHRAUFF & RYAN, INC.
Cocomalt's progress from 1930

(Continued on next page)

NOW ADVERTISING IN FORTUNE

March, 1934

S

SCHICK DRY SHAVER, INC.

Schick razors
Agency—BRIGGS & VARLEY

E. H. SCOTT RADIO LABORATORIES, INC.

Custom-built, all-wave radio
Agency—KIRTLAND-ENGEL CO.

O. M. SCOTT & SONS CO.

Scott's Creeping Bent for lawns (Booklet)
Agency—THE JAY H. MAISH CO.

EDWARD B. SMITH & CO.

Members New York Stock Exchange
Agency—ALBERT FRANK-GUNTHER LAW, INC.

H. A. & E. SMITH, LTD.

Polo coats
Agency—WALES ADV. CO., INC.

SOCONY-VACUUM CORP.

Gargoyle lubricating oils
Agency—THE BLACKMAN CO.

E. R. SQUIBB & SONS

Squibb's Dental Cream
Agency—GEYER-CORNELL CO.

STERLING ENGINE CO.

Diesel oil engine (Catalog)
Agency—ADDISON-VARS, INC.

STROMBERG-CARLSON TELEPHONE

MFG. CO.
Loud speaker in ceiling or stair hall
Agency—STEWART, HANFORD & FROHMAN, INC.

STUDEBAKER CORP. OF AMERICA

Berline limousine - Skyway Style
Agency—ROCHE WILLIAMS & CUNNINGHAM

A. SULK & CO.

Four-in-hands, bow ties and Ascots
Agency—KEECH & BECK

SWISS FEDERAL RAILROADS

Mountain Republic scenery
Agency—DORLAND INTERNATIONAL, INC.

T

TALBOT J. TAYLOR, JR., INC.

Estate with lake and island
Agency—CHELTENHAM PRESS

W. A. TAYLOR & CO.

Martini & Rossi Vermouth
Jameson Irish Whiskey
Agency—RICHARDSON, ALLEY & RICHARDS CO.

TECLA CORP.

Culture pearls from Oriental oyster beds
Agency—H. E. LESAN ADV. AGENCY, INC.

J. WALTER THOMPSON CO.

First in Good Housekeeping's annual report

TRIMMINGHAM BROTHERS

English doeskin
Agency—WALES ADV. CO., INC.

F. R. TRIPLER & CO.

Covert coats for town and business wear
Agency—FEDERAL ADV. AGENCY

U

UNION CASTLE LINE

South Africa via England
Agency—L. D. WERTHEIMER CO., INC.

UNITED FRUIT CO.

Cruising on the Great White Fleet
Agency—WENDELL P. COLTON CO.

UNITED STATES LINES

Cabin liner service to Europe
Agency—LORD & THOMAS

W

HIRAM WALKER & SONS

Canadian Club Whiskey
Agency—CAMPELL-EWALD CO.

WAYNE OIL BURNER CORP.

Wayne Mistoil Burner
Agency—BONSHI, INC.

WAYSIDE GARDENS CO.

Snow-blooming Christmas Rose
Agency—TUTHILL ADV. AGENCY, INC.

WESTON ELECTRICAL INSTRUMENT

CORP.
Weston Ciné Exposure Meter
Agency—G. M. BASFORD CO.

WETZEL

Gentlemen's tailors for fifty years
Agency—LUFTON & CO.

WHAT CHEER LAUNDRY CO.

Blanket cleaning service
Agency—DANIELSON & SON

WHITE ROCK MINERAL SPRINGS CO.

White Rock combinations
Agency—NEWELL-EMMETT CO., INC.

R. C. WILLIAMS & CO.

Mercier Champagne—vintage of 1926
Agency—BLAKER ADV. AGENCY

H. WOLFF

Special bindings of Fortune

WORLD PEACEWAYS, INC.

Dramatizing the cost of war
Agency—BATTEN, BARTON, DUBSTINE & OSBORN

RUDOLPH WURLITZER CO.

Residence Pipe Organs (Brochure)
Agency—THE KEELOR & STILES CO.

Y

YORK ICE MACHINERY CORP.

Air conditioning

YOUNG & RUBICAM, INC.

A quotation from Mark Twain

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THE CONFIDENCE

OF THE PEOPLE WHO MAKE THE WHEELS GO 'ROUND

Advertisers are flocking to FORTUNE because they know it is delivering the editorial goods.

The novelty is long since gone out of FORTUNE. For at least three years now, subscribers have renewed @ \$10-a-year and new subscribers have sent in their checks for \$10 "over the transom" because of something else besides handsome pictures and a striking format.

The plain fact is that FORTUNE would have a very substantial circulation* at \$10 a year even if its text were mimeographed on wrapping paper and served up without benefit of illustration—and therein lies the real triumph of FORTUNE.

FORTUNE long ago discovered that the easy or opinionated generalities of professional writers-of-articles failed to excite men of large affairs, who could see at a glance that they knew more than the writers. FORTUNE, therefore, put no faith in "contributors", but relied entirely on stories worked over and reworked many times by its own staff. To learn more than the best-informed about every subject it touches and to offer its findings to its readers clearly and dramatically—this has been the ideal of FORTUNE from its inception.

FORTUNE had to evolve a new technique of research and apply it to subjects loaded with dynamite. The result has been a succession of notable and revealing stories—the hard won fruit of resourceful investigation, of expensive travel, of contacts in high places, of endless puzzling and rewriting.

FORTUNE's reward is the continued presence on its subscription list of thousands of men whose names at once suggest success, profound experience, inside knowledge, and a *vast skepticism regarding people who write.*

FORTUNE has won the confidence and the eager interest of men and women who move in the best-informed circles. They are now turning to FORTUNE for new insights into the complex relationships of Recovery. To many of the ablest men in industry, government, and finance FORTUNE has become the most important single magazine in America.

The shrewdest buyers of space are leading the parade of advertisers into FORTUNE. They know from experience that its big pages enjoy the confidence of the people who make the wheels go 'round.

*FORTUNE @ \$10-a-year now attracts more than 90,000 subscribers—without benefit of promotion—without the usual circularizations, without selling crews, without cut rates. FORTUNE's only circulation "tricks" are to encourage subscribers at Christmas time to give gift subscriptions to friends @ \$10 for the first subscription and \$7 for each other; and to permit 4,675 advertising men to have the magazine @ \$5 a year, in lieu of a free-list. Beyond this no one gets FORTUNE at less than \$10 a year.

(OVER)

Record of February Magazine Advertising

Feb. 8,

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1933 Jan.-Feb. Jan.-Feb.	1934 Jan.-Feb.
Motor Boating (Show No.)	117	50,382	39,204	91,638	55,350	66,780
Fortune	79	50,099	26,627	31,363	48,219	95,610
Yachting (Show No.)	85	36,636	25,740	23,981	39,768	51,690
Town & Country (2 is.)	39	25,778	21,049	34,308	42,288	46,020
The Chicagoan	37	24,696	13,963	16,688	26,689	h24,696
Cosmopolitan	52	22,522	21,240	22,760	35,335	38,180
The Spur	31	21,154	17,040	a31,617	30,902	37,280
Vanity Fair	30	18,763	14,386	20,309	24,691	30,880
N. Y. Met. Edition	32	20,185	15,650		27,614	33,580
House & Garden	28	17,536	13,597	27,474	24,796	28,880
N. Y. Met. Edition	29	18,304	15,316		29,131	30,880
Better Homes & Gardens	34	15,187	14,652	17,823	21,717	23,280
Nation's Business	35	15,177	12,983	20,632	23,276	29,840
American Magazine	35	15,045	21,675	25,431	33,737	25,740
Redbook	34	14,692	14,053	14,513	22,640	22,660
Popular Mechanics	59	13,244	13,664	20,832	27,664	24,880
Motion Picture	30	12,808	13,794	11,351	20,279	22,380
Movie Classic	30	12,706	13,665	10,419	20,083	22,280
The Sportsman	19	d12,586	8,047	10,969	12,980	18,480
Forbes (2 Jan. is.)	25	10,708	8,228	16,530	b8,228	b10,708
House Beautiful combined with						
Home & Field	17	10,559	5,800	14,510	11,714	15,680
Popular Science Monthly	24	10,383	9,336	13,619	16,919	21,680
Physical Culture	24	10,364	12,645	19,399	20,851	16,280
The Instructor	15	10,334	15,029	21,002	20,747	17,380
Esquire	20	10,080				21,180
Country Life	15	9,912	13,148	20,846	22,291	18,180
Polo	15	9,828	8,064	10,248	16,296	18,980
Dream World	23	9,770	7,959	7,992	11,865	15,980
Christian Herald	14	9,756	9,848	13,366	17,257	18,680
True Experiences	23	9,683	5,506	8,135	7,756	15,380
Silver Screen	23	9,663	6,837	6,475	11,852	15,480
Screenland	22	9,596	7,624	4,262	13,552	15,480
Boys' Life	14	9,578	9,470	8,365	13,550	14,480
Modern Mechanix	42	9,341	8,635	11,590	17,012	17,480
American Home	13	8,424	6,112	11,370	9,119	14,080
N. Y. Met. Edition	16	10,251	c		3,791	27,580
Harpers Magazine	37	8,260	8,596	10,500	14,588	14,580
The Grade Teacher	19	8,221	7,849	11,842	12,562	13,380
Screen Romances	19	8,151	5,264	4,683	9,295	14,480
Field & Stream	18	7,664	5,810	7,543	10,672	13,380
Modern Living	18	7,511	4,857	6,346	9,785	13,380
Radio News	17	7,475	7,241	9,195	14,710	14,710
Rev. of Rev. & World's Work	17	7,112	7,570	11,542	13,304	12,280
Life	16	6,964	6,198	8,419	13,106	13,480
Travel	11	6,897	8,678	7,584	17,621	11,280
Arts & Decoration	10	6,888	3,948	15,036	8,862	10,380
American Rifleman	15	6,631	5,789	5,172	11,199	13,480
Sunset	15	6,612	4,994	8,516	8,161	12,280
The Stage	10	d6,552	d2,756	1,086	5,108	8,180
Uni. Model Airplane News	15	6,290	4,965	3,771	9,376	14,780
Psychology	15	6,250	5,245	6,212	9,973	12,280
Extension Magazine	9	5,941	9,505	9,338	17,368	11,980
Atlantic Monthly	26	5,731	6,245	7,325	10,352	9,280
Real Detective	13	5,685	6,509	6,614	11,789	11,280
Film Fun	12	5,277	4,642	4,533	8,849	11,280
Judge (Jan.)	12	5,176	4,863	e12,228	b4,863	b5,176
National Geographic	21	4,963	4,249	6,291	8,652	9,280
American Legion Monthly	12	4,935	4,774	8,364	8,794	8,180
Sports Afield	11	4,700	3,691	6,065	8,520	11,280
National Sportsman	11	4,653	3,516	5,665	8,909	9,280
Outdoor Life	11	4,575	4,663	5,792	8,209	8,180
St'dling Detective Adventures	11	4,514	3,717	5,145	6,681	9,280
Scribner's	10	4,476	5,389	6,022	9,536	7,280
College Humor	10	4,364	6,082	7,453	6,082	8,180
Picture Play	10	4,197	4,054	5,577	7,988	8,180
American Golfer	7	4,177	3,425	8,722	6,977	10,280
B'dway & Hollywood Movies	10	4,141	5,328	3,086	9,947	7,280
Hunting & Fishing	9	4,056	3,434	5,616	7,868	7,280
Mag. of Wall St. (2 Jan. is.)	9	3,972	4,439	6,170	b4,439	b3,972
New Outlook	9	3,735	6,217	c	12,924	8,180
Elks Magazine	9	3,718	3,931	5,372	8,078	8,180
The Forum	8	3,601	6,435	9,009	9,867	7,280
True Detective Mysteries	8	3,553	3,487	7,167	6,256	6,180
Open Road for Boys	8	3,519	4,717	4,247	8,704	5,180
Munsey Combination	16	3,472	1,736	2,464	3,864	6,180
American Boy	5	3,413	5,724	6,582	11,334	7,280
Dell Men's Group	15	3,248	2,240		4,161	6,180
Scientific American	7	3,028	3,958	3,940	6,818	5,180
Current History	13	2,838	3,469	2,634	5,930	4,180
Golden Book	13	2,829	2,464	4,149	5,081	4,180
American Mercury	13	2,801	2,417	2,979	5,113	5,180

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For

IN JANUARY, advertisers bought more lineage in **FORTUNE** than in any previous January—112% more than last year—more, indeed, than they bought in any monthly (or semi-monthly) publication, including all women's magazines. Only *The Saturday Evening Post*, *Time*, *The New Yorker*, and *Collier's*—all weeklies—carried more January lineage than **FORTUNE**.

IN FEBRUARY, **FORTUNE** showed an 88% gain over February, 1933—and carried more lineage than any non-weekly publication (excepting only *Vogue*, and *Motor Boating's Show Issue*), and including all other women's magazines. (Weeklies' figures not yet available.)

THE MARCH FORTUNE CARRIES MORE LINAGE THAN ANY ISSUE IN **FORTUNE'S** HISTORY, AND REPRESENTS A GAIN OF MORE THAN 125% OVER THE ISSUE OF MARCH, 1933.

Fortune ITSELF IS THE BEST
REASON FOR
ADVERTISING IN **Fortune**

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1933 Jan.-Feb. Jan.-Feb.	1934 Jan.-Feb.
American Forests	7	2,730	2,128	4,704	4,368	5,110
The Lion	6	2,366	2,045	2,450	4,548	4,112
Asia	5	2,250	3,564	2,952	6,984	5,068
Rotarian	5	2,113	2,410	4,389	4,667	4,310
Nature Magazine	5	1,944	2,473	4,830	5,273	3,690
St. Nicholas	5	1,939	2,650	2,518	4,347	4,960
Street & Smith's Big 7 Group	8	1,848	2,240	3,584	4,480	4,112
Street & Smith Combination	4	896	1,120	896	2,128	2,010
Blue Book	4	1,833	11,104	1,630	2,108	1,480
Totals		790,692	687,417	933,766	1,188,643	1,348,440
a Two Is. b Jan. linage only. c No Is. d Larger Page Size. e Five Jan. Is. f Smaller Page Size. g Regular Is. h No Jan. Is.						

WOMEN'S MAGAZINES

Vogue (2 is.)	89	55,843	36,985	56,687	67,372	93,880
Woman's Home Companion	71	47,954	49,682	48,397	69,123	72,220
Harper's Bazaar	68	45,824	31,921	43,045	57,461	82,940
Ladies' Home Journal	65	44,445	51,422	54,020	73,674	72,220
Good Housekeeping	99	42,289	40,477	48,511	61,379	64,900
McCall's	61	41,201	47,080	43,988	67,070	63,710
Delineator	40	27,062	28,747	32,238	44,824	42,140
Pictorial Review	31	20,959	20,834	23,233	31,468	31,080
True Story	49	20,850	19,103	20,281	31,108	31,270
Modern Romances	32	13,751	9,607	9,867	15,826	21,310
Modern Screen	32	13,727	9,867	10,063	15,896	22,340
Tower Magazines	32	13,579	15,865	13,754	24,376	20,610
Household Magazine	20	13,378	15,069	13,953	22,119	22,000
Parents' Magazine	29	12,515	13,164	12,396	19,713	18,530
Holland's	16	12,284	11,211	9,862	16,159	17,080
Photoplay	28	12,132	14,559	15,428	23,510	22,180
Farmer's Wife	16	11,117	13,636	14,208	18,666	17,610
True Romances	24	10,086	8,158	10,149	12,286	16,310
True Confessions	22	9,052	6,505	9,301	11,565	16,640
Shadoplay	21	8,917				15,810
Screen Play	21	8,788	5,362	6,395	9,089	15,810
Woman's World	12	8,259	8,113	11,477	13,557	12,610
Screen Book	18	7,654	4,935	7,661	9,215	14,990
Hollywood	16	7,442	3,853	4,617	7,190	13,210
Radio Stars	16	6,985	1,174		2,634	11,310
Needlecraft	9	6,322	6,403	5,765	9,581	9,930
Junior League Magazine	11	4,494	5,638	8,342	11,168	8,710
Child Life	9	3,861	3,670	5,554	5,498	6,940
Junior Home Magazine	5	3,323	a	3,595	1,901	3,210
Messenger of Sacred Heart	8	1,720	2,240	2,695	3,794	2,710
a No Is.						
Totals		534,813	485,280	555,482	757,222	865,150

NATIONAL WEEKLIES (4 January Issues)

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1933 Jan.	1934 Jan.
Saturday Evening Post	158	107,019	102,306	a184,383	102,306	107,010
New Yorker	168	72,102	55,793	a71,773	55,793	72,110
Time	166	a70,966	a62,718	51,445	a62,718	a70,960
Collier's	80	54,614	42,752	a62,097	42,752	54,610
American Weekly	23	42,849	a49,744	a73,997	a49,744	42,840
Literary Digest	57	25,823	27,425	a40,965	27,425	25,820
Business Week	40	17,221	12,776	23,824	12,776	17,220
News-Week	40	17,057				17,050
Liberty	37	16,054	17,586	a25,345	17,586	16,050
The Nation	16	a5,850	5,150	6,800	5,150	a5,850
New Republic	12	a5,031	5,436	5,019	5,436	a5,030
The Scholastic	11	4,697	b3,080	b5,062	b3,080	4,690
a Five Is. b Two Is.						
Totals		439,283	384,766	550,710	384,766	439,280

CANADIAN (January Issues)

	1934 Pages	1934 Lines	1933 Lines	1932 Lines	1933 Jan.	1934 Jan.
Maclean's (2 is.)	36	25,067	23,431	25,190	23,431	25,060
Canadian Home Journal	21	14,356	12,620	11,925	12,620	14,350
Mayfair	22	14,023	14,423	23,374	14,423	14,020
Liberty (4 is.)	28	12,505				12,500
" exclusively Canadian	6	2,699				2,690
" in comb. with U. S. ed.	22	9,866				9,860
Canadian Business (Feb.)	27	11,494	8,926	8,432	a15,652	a19,000
The Chatelaine	16	11,266	8,560	9,503	8,560	11,260
National Home Monthly	11	7,520	8,588	8,383	8,588	7,520
The Canadian Magazine	8	5,777	8,392	7,417	8,392	5,770
a Jan.-Feb. linage.						
Totals		102,008	84,940	94,224	91,666	109,800
Grand Totals		1,866,796	1,642,403	2,134,182	2,422,297	2,762,400

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14.00
12.50
2.60
0.50
a19.00
11.30
7.50
5.77

109.80
2,762.40

Feb. 8, 1934

PRINTERS' INK

121

Whiffs of Prosperity

Immediate Buying Power—here it is.

In November, our Cosmetic editor introduced a new method of selecting perfumes by means of little two-dimensional "bottles" with tassels scented with well-known odeurs. Each a whiff.

Ten thousand Harper's Bazaar readers—the sophisticated, the not-easily-impressed—replied. Almost a 10% response.

But we said "Buying Power is the acid test. Let's check the financial standing of these readers."

So we called in the most critical analysts we could think of—the Retailers Commercial Agency that checks credits for New York stores. If these relentless people okayed a name, we knew it meant active Buying Power. Their check on a sample 200 names:

145 rated A—"having accounts with or well able to buy at best department stores and specialty shops"

29 rated B—"having accounts with or able to buy at medium-price department stores and shops"

13 rated C—"cash customers at popular-price stores" (usually employees in offices of subscribers)

7 rated D—"uncertain" (frequently servants in subscribers' homes) 4 rated X—"not located"

Any publication that can show such concrete evidence of immediate buying power is an indispensable market for 1934 advertisers

HARPER'S BAZAAR

43.5% Gain in February Advertising

15.38% Gain in March Color Advertising

The Little Schoolmaster's Classroom

AS one who has been frequently irritated by the exceedingly toothy smiles of certain photographers' models, the Schoolmaster welcomed a recent full-page advertisement of the United States Lines.

The headline of the advertisement is, "Imagine sailing to Europe in this room for \$201 each for two."

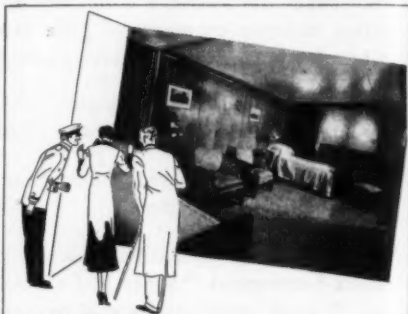
The upper half of the page is taken up largely with a photograph of a luxurious stateroom on one of the United States liners. Stripped into this halftone are line figures of three persons, a steward and two travelers. The combination of line and halftone is interesting in itself—although not new. However, as a relief from that type of illustration which seems to be based upon the idea that if you are using photographs you have got to use nothing but photographs, this is a welcome addition to any portfolio of interesting advertising art.

The Schoolmaster does not hesitate to recommend this idea to other advertisers who have found themselves discouraged in their efforts to get away from the insertion of photographed models into pictures which otherwise would have made interesting halftone illustrations.

Shell Petroleum has found that it pays to send salesmen short letters. This fact came out at a recent meeting of the New York Sales Executives Club. It fell to the lot of Paul Ryan, Shell sales promotion manager, to declare himself for long or short letters. He admitted the impracticality of laying down a hard-and-fast rule but

he cited the experience of his company in shortening its letters.

Lengthy letters, he said, had been revised and are now only half their former size. The bottom



IMAGINE SAILING TO EUROPE

IN THIS ROOM FOR \$201. EACH FOR TWO

... and that means a private bathroom, too

It doesn't take long for Americans to find out where the value lies. They have discovered the new *Manhattan* and *Washington*—the luxury of home, and the ease they offer. And the speed of these two American-built liners speaks for itself. The *Washington* and *Manhattan* leave this port you would never presume to Europe than any two other ships.

New S. S. WASHINGTON
Feb. 15, Mar. 14

S. S. PRESIDENT ROOSEVELT Feb. 7, Mar. 7

In the service, World's Name: *Columbia*—largest ships ever built in America. The *Manhattan* and *Washington* with their running mates, *Panama* and *Panama*, furnish office weekly service to Colon, Plymouth, Havre, Hamburg. See your local agent. His address is Mr. Roscoe S. Bannister, Co., Inc., General Agent, No. 1 Broadway, N. Y.

New S. S. MANHATTAN
Feb. 18, Mar. 18

S. S. PRESIDENT WARREN Feb. 7, Mar. 7

UNITED STATES LINES

half is used for salesmen to note their receipt of the letter, that they have read it and that they will carry out its suggestions.

R. S. Drake, of the advertising department, Felt & Tarrant Manufacturing Company, sends the Class a blotter of which he says, "Our initial printing was exhausted just three days after sample copies were received by our district sales agents. While we have been distributing blotters for a good many years, present indications are that this one is by far the most popular number we have ever produced."

On the blotter are printed two tables showing the "Recovery Alphabet." These tables list all

WATCH LIBERTY..



ADVERTISING REVENUE
COMPARED WITH 1933

UP 14%
IN FEBRUARY

UP 45%
IN MARCH

ADARAD 2W6W 2MOBID

● **EXCEPTIONAL**
● **OPPORTUNITY**
For a Seasoned, Mature
ADVERTISING MANAGER

This man must be outstanding and possess the following qualifications: (1) Proved performance record. (2) Familiarity with building industry. (3) An engineering background. (4) Experience in producing technical building-product literature. (5) Creative direct-by-mail ability. (6) Experience in correlating advertising and selling efforts. (7) Tact, energy, and strong personality.

One of America's largest manufacturers of building products needs this type of advertising manager, and offers real opportunity for executive advancement to the right man. Write full details regarding your training and experience and enclose photograph with application. All communications will be held strictly confidential.

"U," Box 167, PRINTERS' INK

help...

Are you in need of sales, advertising or merchandising help? Many good men advertise in these pages to market their services and experience. Perhaps you won't have to look farther than this issue for the man you want.

If you experience difficulty in locating your man, advertise for him in PRINTERS' INK. Likely the very man for the job will show himself among the fine field of applicants your ad will attract.

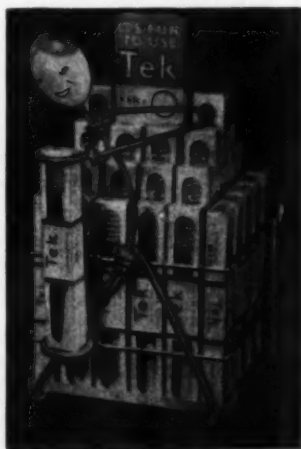
of the various Governmental organizations and their letters of identification, the same identifications which none other than Alfred E. Smith referred to in his comments on the present Administration's alphabet soup.

To the Class the lesson this blotter teaches is the ever-recurring lesson of timeliness. Any fairly thorough reader of today's newspapers eventually finds himself overwhelmed by the multiplicity of letters used as substitutes for the longer names of the Governmental agencies. By having these letters and the agencies they identify before him on his desk the average man is once more able to keep abreast of his reading.

Incidentally, the company adds its own contribution to the alphabet in CPBM which, translated, means the Comptometer Peg-Board Method.

* * *

A counter display piece that strikes the Schoolmaster's fancy is



the one for Tek tooth brushes illustrated herewith. It has simplicity, brightness and a contagious air

TORONTO
MONTREAL
WINNIPEG
LONDON, ENGL.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

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Classified
order
payable

BUSINESS

Wanted
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Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Wanted to Buy, small mail order business. Must have merit and capable of being developed. Give full particulars in first letter. Box 654, Printers' Ink.

EMPLOYMENT SERVICE

Cover all Chicago Advertising Agencies. Advertisers, solvent printers and the ad trade with a \$1 minimum three line classified ad. Free sample copy on request. The Front, 417 North State Street, Chicago.

HELP WANTED

Advertising Salesman—Experienced—to sell a new type 100% advertising agency service including both production of advertising material and placing of space. Liberal profit sharing basis. Box 660, P. I.

PUBLICITY ACCOUNT EXECUTIVE with sufficient ability to produce; to work on per cent of net income resulting from his efforts. Hdqtrs. N. Y. C. Box 658, Printers' Ink.

Advertising Man Wanted, experienced in booklet layout and typography, for contact work with printing customers in New York City. Reasonable salary assured, with chance for percentage on work handled. State age, education and experience fully. Box 656, care Printers' Ink.

WANTED—Press agent with theatrical experience for business and personal publicity work. Full time position for capable writer well acquainted in metropolitan magazine and newspaper offices. Address Box 659, Printers' Ink.

Mail Order Copy Man—

Agency specializing in preparation of publication advertising and follow-up on mail order courses, books and specialties wants copy man thoroughly experienced in that field. Must know how to write this particular type of copy and have background indicating he can do it well. *Must be able to produce good copy ideas of his own. Also to write effectively the long body-matter copy developing ideas supplied him.* Layout or visualizing ability desirable but not compulsory. Age, anywhere from 25 to 35. The man we want writes copy not merely for a living but because he likes to write. Agency fully recognized, member of 4 A's, and highly regarded as specialists in its field. Box 655, Printers' Ink.

Layout Man Wanted by Fully Recognized Growing Agency in New England. Must have had good agency experience. Must be good all-round man, competent on magazine, newspaper, trade paper and direct mail work. Permanent position to right man. Write, stating age, experience, references and salary expected. Box 663, Printers' Ink.

MISCELLANEOUS

Printers' Plans for making money and keeping busy. 40 of them for \$1.00 prepaid. Also 50 Mail Order Plans \$1.00. Associated Management, Recovery Division, 1700 Sansom Street, Philadelphia, Pa.

POSITIONS WANTED

WRITER—Nationally recognized business editor with notable record in publicity and advertising. Thirty by the calendar, forty by experience, and twenty in enthusiasm. Box 662, Printers' Ink.

CIRCULATION MANAGER, 17 years small town, metropolitan newspaper and national magazine experience. Full knowledge of carrier and newsstand distribution and promotion. Available immediately any territory. Box 657, P. I.

SEASONED ADVERTISING DIRECTOR

Manager of large N. Y. copy, plan, art, and contact dept. I have written and created over \$2,000,000 worth of successful copy and plans. Age 35. Box 653, P. I.

Opportunity Wanted—12 yrs. printer. Thorough knowledge of business; typography, catalogs, layouts, proof reading, engraving, etc. Knowledge advertising principles. Willing learner. Conscientious thinker. Age 30, married. D. H. Richards, Frankfort, Ind.

ADVERTISING SALESMAN—Long experience, thoroughly capable, reliable, fine record on general and class magazines and trade mediums; wide acquaintance; available for publisher needing first-class New York representative; best credentials. Box 661, Printers' Ink.

YOUNG WOMAN, WRITER, highly successful in local, national publicity, is available for outstanding service. Wide editorial contacts, national agency background plus fertile mind, originality and unbounded enthusiasm qualify her for invaluable performance to manufacturer, retailer or agency. Box 664, Printers' Ink.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding.

of good humor that should make an appeal both to the dealer and to the consumer.

This piece is being offered by Johnson & Johnson, who have christened it their "Good Egg" display, in a deal whereby the stand and three of the thirty-nine brushes in it are given free.

The display is 12½ inches high with a base seven inches square and is made from a light but sturdy cadmium-plated metal. The "Good Egg" himself is in red metal with rubber suction feet.

* * *

Those members of the Class who are charged with the responsibility of phrasing questions to be asked in a consumer survey should be interested in the way this problem was handled in a recent survey for *Good Housekeeping*. The purpose of the survey was to determine women's magazine reading preferences and their confidence in the advertising pages.

Two questions were assigned to the investigators who were diligently instructed as to what they should and should not do so that their work would adhere to the specifications laid down. They were

told, under no circumstances, to make any remark that in any way would suggest a specific answer. It was essential to ask each woman the two questions and to permit her to express herself spontaneously.

She was to be given plenty of time to answer. Having done so, she was not to be questioned further by asking her "Is that all?" "Are there any more?" or any question of that character.

Should a woman give a very broad answer to the question, "What magazines do you yourself read regularly?" as for example "When I have the money," or some answer indicating irregular reading, she was to be credited as an occasional reader of the magazines she mentioned. She was not to be questioned further.

If a woman asked what was meant by "regularly," investigators were told to reply "Well, practically every issue."

The instructions were comprehensive in their anticipation of unforeseen developments which might arise and which, unless provided for, might lead the investigator to do or say something which would distort the data sought.

✦ ✦ ✦

Elected by Norwich Pharmacal

Guy L. Marsters has been elected vice-president in charge of Pacific Coast sales of the Norwich Pharmacal Company, Norwich, N. Y. He has been with the company since 1927. Dr. M. W. Stofer has been designated vice-president in charge of advertising.

A. H. Lockwood Passes

Albert H. Lockwood, of Brown, Lockwood & Davenport, Inc., publisher of *The Shoe Style Digest*, Boston, who also had been associated with *Shoe and Leather Reporter* for many years, died last week.

Joins Neisser-Meyerhoff

Ralph J. Rosenthal, formerly vice-president of the Bisberne Advertising Company, Chicago, has joined the Chicago office of Neisser-Meyerhoff, Inc., advertising agency.

Adds to Art Staff

Merchandising Advertisers, Chicago, now located at 1935 South Michigan Avenue, have added to their staff Robert Mackay and John Stoffle, artists.

Sheaffer Transfers Evans

W. D. Evans, for the last several years general manager of the W. A. Sheaffer Pen Co. of Canada, has been appointed Eastern manager of the W. A. Sheaffer Pen Company with headquarters at New York. J. E. Sweeney continues as Eastern sales manager.

With Metropolitan Refining

The Metropolitan Refining Company, Inc., Long Island City, N. Y., has appointed Albert P. DePuy as advertising manager. He formerly was editor and advertising manager of the *Universal Engineer*.

Appoints Sharp Agency

The Glazoil Products Company, Cleveland, lubricants, has appointed Ralph W. Sharp, Inc., of that city, to handle its advertising. Business papers and direct mail will be used.

Jennings Advances Morley

J. Kenfield Morley, formerly assistant advertising manager, has been appointed advertising manager of O. D. Jennings & Company, Chicago, coin operated merchandising machines and scales.

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Big Business » » » Re-discovers the Catalog!

BACK in Pre-Prosperity, when Big Business was growing up, advertising appropriations were even smaller than they are today. In those times the catalog was the cornerstone of selling effort . . . the salesman's bible; and the merchant's constant source of supply!

Small appropriations have again spot-lighted the catalog. And Big Business has opened its arms and beamed "My friend!"

Thoughtful and ambitious sales managers also vision their catalogs in the hands of countless uncalled-upon merchants, inexpensively, but steadily, soliciting business day after day.

Of course, the 1934 Catalog is a better salesman than its grandad! It has much improved in selling technique. We have helped several of America's leading merchandisers to get more sales out of their catalogs by building more salesmanship into them.

You have much to gain and nothing to lose by simply calling MEdallion 3-3500 and saying "I want to talk to someone about a catalog."



CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK



DURING January the Chicago Tribune led all Chicago newspapers in total volume of department store advertising . . .

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